



# MEDIA RELEASE

Modena, Italy. July 2022



## ARES MODENA AND MAJESTAS GROUP RENEW PARTNERSHIP FOR SUMMER 2022

- ARES Modena and Majestas Group renew their partnership for summer 2022
- Also this year, ARES will supply a fleet of Defender Cabriolets to the Group's various locations, customized according to the venue's design
- Billionaire Club in Mykonos and Crazy Pizza in Rome join the list of locations

ARES Modena, an innovative luxury coachbuilder, announced today that the collaboration that started in 2021 with the Majestas group, a famous player in the field of entertainment and elite hospitality, will also continue throughout the summer of 2022.

The Majestas Group is today one of the main companies active in luxury catering and in the organization of exclusive entertainment and luxury lifestyle experiences. Founded by the famous F1 manager Flavio Briatore, Majestas Group quickly carved out a position of absolute importance, thanks to a constantly expanding network of venues and brands in the main capitals and luxury holiday destinations in Europe, the United Kingdom, the Middle East and Africa.

Thanks to this renewed partnership, ARES Modena will supply a fleet of Defender Cabriolets to the exclusive restaurants and clubs belonging to the Majestas group, which will thus enrich and make the experience unforgettable for the customers, also thanks to a dedicated VIP Shuttle Service.

Each location will be able to showcase an ARES Defender Cabriolet with a tailor-made design, for a totally immersive experience. During the summer of 2022, it will be possible to find these extraordinary vehicles at



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the Billionaire Clubs in Porto Cervo and Mykonos, at the Crazy Pizza in Rome, Porto Cervo and Monte Carlo, at the Twiga in Monte Carlo and Forte Dei Marmi and finally at the Cipriani in Monte Carlo.

The ARES for Land Rover Defender project is the latest version created by the Modenese atelier of the iconic British off-road. In a process of constant improvement and refinement, ARES has completely redesigned many aspects of the original car, especially the interior, to offer an even higher level of comfort and individualization.

As per tradition of ARES Modena, all the Defenders made for the venues of the Majestas group will have a personalized design that incorporates, in terms of colours, finishes, materials and the furnishings and the identity of each location - a real portfolio of "tailoring" possibilities that ARES can create its own projects.

The CEO of ARES Modena, Dany Bahar, commented on the announcement of the renewal of the agreement as follows: "We are particularly happy and satisfied to be able to collaborate with the prestigious Majestas group also in 2022, further expanding the boundaries of this partnership with the new locations in Rome and Mykonos. During the summer of 2021, the initiative shared between our realities brought great opportunities, being able to offer customers a VIP experience that we are sure they will want to repeat this year. Flavio and I are great friends and therefore I am really excited to be able to collaborate with him and his fantastic team again."

Flavio Briatore commented: "Following the success of last year, I am pleased to renew the partnership with my dear friend Dany Bahar and our companies, which share the same standards of style and excellence from the very beginning.

ARES has been able to interpret the DNA of each of our brands, with skill and elegance, creating liveries that match perfectly with the personality of Billionaire, Twiga, Crazy Pizza and Cipriani.

The prestigious ARES cars have thus enriched the range of exclusive services already dedicated to our clientele. In addition to the locations formerly presented last year, the partnership extends to the new Billionaire Mykonos and to Crazy Pizza Rome this year... and we have plenty more surprises for the season to come!".



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## **ARES, ENGINEERS OF EMOTIONS**

ARES' unique facility delivers a new level of design, development, manufacture and sales of coach-built and unique cars in the heart of Italy and through an expanding global network of studios. The advanced 23,000 m<sup>2</sup> ARES facility in Modena opened in January 2018 and, in bringing all facets of coachbuilding under one roof, immediately set a new global standard for the design, development, production and handover of bespoke, personalised and unique cars.

ARES Executive Chairman Dany Bahar, along with his long-term Dubai-based business partner and ARES Executive Chairman, Waleed Al Ghafari, founded ARES and spotted the opportunity to move the coachbuilding business to another level of service by developing the world's first 'concept-to-creation' coachbuilding facility. Together they attracted a group of experienced and passionate multinational shareholders.

For the first time, every aspect of bringing automotive dreams to reality take place under one roof in rapid time and to an extremely high level of quality. It is a unique combination of luxury car brand resources with artisan principles and skills. Merging traditional Italian craftsmanship values with the advanced ones, ARES realises the dreams and visions of enthusiasts creating one-off, unparalleled vehicles, impossible to obtain elsewhere. To this end, a shared creative experience that aims at providing a completely tailor-made product. This is the ultimate answer to the ongoing demand for customisation and the desire to stand out from the crowd of our own time.

For information please contact:

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