



MEDIA RELEASE

Modena, Italy. August 2022



ARES MODENA AUCTIONS ONE-OFF S1 PROJECT SPYDER SUPERCAR IN AID OF UNICEF

- ARES Modena's one-off supercar, the S1 Project Spyder, has sold for €1.2 million at the "Luisa Via Roma for UNICEF" charity gala
- "One-off" edition created especially for the event, with all proceeds donated to global humanitarian charity
- Exclusive S1 model designed entirely by the Modena-based company, immediately recognizable by its profile characterized by the absence of a windshield and roof
- ARES's commitment to UNICEF continues, supporting humanitarian causes around the world
- [Media images](#)

ARES Modena is pleased to announce the sale of an exclusive "one-off" model of the **Supercar S1 Project Spyder** at the "Luisa Via Roma for UNICEF" charity gala held on July 30, 2022 at La Certosa di San Giacomo in Capri, Italy.

Taking centre stage at the auction organized in aid of global humanitarian charity, UNICEF, the one-off model created especially for the event by the Modenese atelier stunned guests who submitted bids to secure the supercar, as the brand continues to carve out an increasingly valuable position in the luxury coachbuilding industry.



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Despite global challenges, UNICEF continues to fight every day for the rights of children around the world, providing them with safe shelter, food and protection from wars, natural disasters, and inequalities.

A winning bid of €1.2 million – with all proceeds donated directly to UNICEF – secured the instantly recognisable **S1 Project Spyder**. Designed without a windscreen, the sinuous carbon fiber body takes on a unique and organic shape, flowing inside the passenger compartment dividing and enveloping the passengers. Handmade, customised and richly finished with the finest leathers, the interior of **S1 Project Spyder** reveals elegant and minimalistic lines, with maximum attention to detail.

This unique model allows drivers and passengers to feel a **driving experience without filters**. In fact, two wind deflectors have been designed, elegantly emerging from the streamlined bodywork, the deflectors that redirect the air current over the passengers into the air intakes behind the headrests, creating a virtual canopy and a calm yet unfiltered driving experience.

Commenting on the auction, **ARES Modena** CEO and co-founder **Dany Bahar** said: "We are incredibly pleased to once again give our support to such an important charity as UNICEF. I am delighted that the "one-off" model of our **Supercar S1 Project Spyder** has attracted such global attention, meaning we are able to now donate a significant amount of support to UNICEF and help them continue their invaluable work where it is needed most."



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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 m² 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' CEO 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 takes 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.

UNICEF

UNICEF, the United Nations Children's Fund, promotes children's rights and well-being across the world. Together with their loyal partners, they work in 190 countries and territories to translate this commitment into practical action, focusing special efforts on reaching the most vulnerable and excluded children, and to benefit all children, everywhere. UNICEF Italy is a registered charity funded entirely by voluntary contributions from individuals, businesses, foundations and governments. Continuously committed to finding new ways of saving children's lives, the inaugural UNICEF Winter gala was a new opportunity to involve more and more people to their cause and to find new allies to fight for child safety and equality. "We profoundly thank our partner Luisa Via Roma, without which this special event would not have been possible. I am sure that together we will save more and more children all over the world." - Paolo Rozera UNICEF Italy Executive Director.

LUISA VIA ROMA

Luisa Via Roma is one of the world's leading online retailers for luxury fashion. Founded in 1929 by the Panconesi family as a small boutique on Via Roma in Florence, at the beginning of the 2000s, the Company became the first online fashion platform by launching luisaviaroma.com, combining a curated brick & mortar with a digital presence. Starting from its base in Florence, Luisa Via Roma now has about 300 employees, closes 2021 with 53 million unique users (+39% compared to 2020) and revenues of 268 million euros generated by e-commerce (+15% compared to 2020). Luisa Via Roma prides itself on offering the best choice of menswear, womenswear, childrenswear, home, beauty and a special section dedicated to street style and sportswear collections from more than 600 international top brands including Gucci, Balenciaga, Moncler, Valentino and more. Over time, the Company has developed a strong marketing strategy driven by a philanthropic approach and culture of sustainability, resulting in events and sponsorships with global social



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and media resonance, such as the Luisa Via Roma for UNICEF Summer Gala, unique multi-brand fashion shows and the Extreme E Championship.

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