



PRESS RELEASE

Modena, Italy - July, 2020

Shaping Carbon – ARES Design releases first-ever dynamic footage of Panther ProgettoUno.



- *The new official video “Shaping Carbon” brings ARES Design’s ProgettoUno to life*
- *Footage and imagery reveal the on-road performance of the Panther ProgettoUno, the first supercar from the Modena-based coachbuilder ARES Design*

Luxury Italian coachbuilder ARES Design has released the first-ever dynamic footage of its supercar, the Panther ProgettoUno, the first model of its Legends Reborn programme.

Unveiled to the world at the 2019 Concorso d’Eleganza Villa d’Este, the Panther ProgettoUno, the first supercar from the Modena-based coachbuilder, was acclaimed as a beautifully designed car and now its admirers have been able to see – and hear– it in action for the first time.

The evocative film, shot on the stunning countryside roads around Modena, is entitled ‘Shaping Carbon’ – a reference to the material from which the exquisite lines of the car are handcrafted.



The film and imagery also pay homage to the dual characteristics of ARES Design; its love of traditional craftsmanship and the use of cutting-edge production technologies. This is also reflected with the use of both scenic and industrial backdrops.

The style of the Panther ProgettoUno was conceived as a tribute to the iconic supercars of the 70s and 80s. Refined through CFD technology for the best aerodynamic performance it is created entirely from carbon fibre.

Engine performance completes the flawless framework, with 650 horsepower pushing the car to 100 km/h in just 3.1 seconds and a top speed of over 325 km/h.

The ARES Design R&D engineers set themselves the goal of delivering a true 'driver's car'.

With this aim, engineers and technicians worked on the visceral feedback from the 7-speed, dual-clutch gearbox and suspension; developing settings which specifically return lightning-fast reactions and precise feedback.

Last but not least, engineers ensured the driver's experience was completely satisfied by the accompanying growl of its naturally aspirated V10 engine, thanks to its ARES Design hand-built stainless-steel exhaust system.

Both the interior and exterior successfully combine references to the past with modern style touches.

Outside, its pop-up front headlights, an unmissable feature of any "poster car" of the past, are reborn of aluminium, carbon fibre and bi-LED lamps.

Inside, the retro-styled dashboard houses the latest generation of digital instruments and displays, while driver and passengers are enveloped by the comfort of Alcantara and bespoke leather upholstery.

The in-car audio experience is taken to the next level thanks to purposely developed high-definition Daniel Hertz audio system; an automotive first for the leading audio firm.

Production of the ARES Design Panther ProgettoUno has already started and will be limited to 21 units.

Link Collection:

Link to this article: <https://www.aresdesign.com/en-us/news-press/shaping-carbon-panther-progettouno/>

Media Package: <https://media.aresdesign.com/public/progettouno>

Video: <https://youtu.be/Yh2nt6y6Rws>



ARES Design Panther ProgettoUno

Car description

Chassis: Aluminium and carbon fibre hybrid chassis, with carbon fibre panels and integrated high strength steel roll cage

Engine type: V10 90°

Displacement [cc]: 5204

Power [Hp]: 650 at 8.250 rpm

Torque [Nm]: 600 at 6.500 rpm

Transmission: Seven-speed dual-clutch gearbox, four-wheel drive

Suspension: Double wishbone architecture

Brakes: Brembo Carbon Ceramic discs, six-piston calipers

Wheels: Vossen, forged aluminium, 20 inch (front); 21-inch (rear)

Tyres: Pirelli, 255/30/R20 (front); 325/25/R21 (rear)

Maximum speed [Km/h]: > 325

Price: On request

Delivery Time: 12 weeks (estimated)

Body:

- All body parts manufactured in high quality carbon fibre
- Complete upgrade of pop-up headlight bucket system lights with full LED technology

Interior:

- Fully customised, based on customer's design request
- Handcrafted interior panels in carbon fibre and leather
- Custom made Nappa leather and Alcantara upholstery

Infotainment:

- Integrated multimedia. All functions viewed on the 12.3-inch HD TFT instrument panel
- Daniel Hertz hi-fi audio system

Aerodynamic:

- Several iterations of CFD modelling to achieve the highest aerodynamic efficiency and overall stability

Engine upgrade:

- Electronic control unit tuned by ARES Design
- Complete ARES Design stainless steel exhaust system



ARES Design, Engineers of Emotions.

ARES Design's 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 Design facility in Modena opened in January 2018 and, in bringing all facets of coach-building under one roof, immediately set a new global standard for the design, development, production and handover of bespoke, personalized and unique cars

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

For the first time, every aspect of bringing automotive dreams to reality can 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 Design realizes 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 customization and the desire to stand out from the crowd of our own time.

For rights free images, videos and further information please contact:

ARES DESIGN PRESS OFFICE

Jane Cain, Head of PR | ARES Design Modena
Email: jane.cain@aresdesign.com | Mobile: +44 (0) 7855 322373

ARES DESIGN MODENA SRL

Strada Sant' Anna 605/649 | 41122 Modena (MO) | Italy
Phone: +39 059 312765
Email: info@aresdesign.com | aresdesignmodena@legalmail.it | www.aresdesign.com