



# MEDIA RELEASE

Modena, Italy – October 2020



## **ARES RELEASES RENDERS OF ITS FIRST-EVER BARCHETTA – THE S1 PROJECT SPYDER**

- Initial renders reveal stunning barchetta design
- ARES designed wind deflectors create virtual canopy
- Limited edition of 24 units planned
- Order books open

Luxury Italian coachbuilder ARES has announced that it will be producing a limited edition run of 24 stunning S1 Project Spyder sports cars.

Based on the company's recently launched S1 Project, the S1 Project Spyder's clean top line is enriched by the absence of the car's windscreen and roof. To assure the ultimate driving experience, the company's Centro Stile designed two wind deflectors. Elegantly emerging from the streamlined bodywork, the deflectors 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.

In the absence of the windscreen, the sinuous carbon fiber bodywork takes on a life of its own as it flows into the cockpit area, dividing and cocooning its passengers in the bespoke hand-crafted interior. Richly finished with the highest-grade Napa leather and Alcantara interior details reveal elegant lines with the HMI located on the central console and dashboard.



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Like its sister car, the Spyder embodies all of ARES design language; created with extensive CFD studies to ensure ultimate aerodynamic performance, timeless driving experience and a captivating aesthetic.

Under the hand-crafted carbon fiber bodywork, the S1 Project Spyder houses a naturally aspirated V8 powerplant. With a maximum of 8,800rpm the car's powerful acceleration will produce an anticipated 0-100kph in 2.7s. The rear wheel drive Spyder has an 8-speed dual clutch transmission, an ARES Design-tuned ECU and a bespoke crafted exhaust system giving the car a maximum power of 522kw (715hp).

Dany Bahar, ARES Co-Founder, commented: "We had always planned a Spyder version of the S1 Project and since we revealed that car last month the reaction has been fantastic, so we are very pleased to release details of the S1 Project Spyder. We wanted to create a model that is a true tribute to the pleasure of sport driving. This new Barchetta version adds more charm to the S1 Project design as it takes additional inspiration from the world of motorsport and the racing cars of the past".

[For additional images please click here.](#)

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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 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 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 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 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.

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