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Modena, Italy – January 2021

ARES PRESENTS UNIQUE TESLA MODEL S CONVERTIBLE COMMISSION



- Stunning coach built two-door Tesla Model S convertible
- Retractable fabric roof and stylish aero kit
- Comprehensive re-designed interior

Luxury Italian design house ARES has showcased its coachbuilding skills by revealing a privately commissioned Tesla Model S Convertible.

Commissioned to transform the Tesla Model S into an eye-catching two-door open-top convertible the Modena-based atelier performed work on the body, chassis, aerodynamics and interior during the comprehensive coachbuilding project.

To achieve the conversion, engineers cut away the roof and removed the rear doors and the B-pillars to facilitate new, longer front doors. Centro Stile designed a new rear bonnet allowing space to integrate the roof when stowed.

To finish, designers added a splash of Italian style with the fitment of a sleek ARES designed carbon



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fibre aero kit.

Engineers retained the structural integrity of the Tesla by reinforcing the chassis with additional strengthening to the side members, beneath the cockpit and rear seating area.

On the inside, the company's upholstery and leather specialists upgraded the interior fitting custom-made rear seats while the finest hand-stitched ice white leather with orange detailing realised their client's vision of a stylish interior finish.

Co-founder and CEO Dany Bahar commented: "At ARES, our Co-create philosophy allows clients to work side by side with our designers and engineers to create their very own bespoke vehicle, a service that is unique to ARES. This Tesla project is a superb example of this; it was a pure coachbuilding project which we very much enjoy doing and seeing the results of our uncompromising standards."

[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 m² 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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