



# MEDIA RELEASE

Modena, Italy. February 2021

## **ARES APPOINTS LORENZA LAVEZZI AS HEAD OF MARKETING**

Luxury Italian coachbuilder ARES has confirmed that it has appointed Lorenza Lavezzi as its Head of Marketing.

Responsible for overall brand reputation, Lavezzi is accountable for all Marketing, Communications, Digital Marketing and Merchandising for the Modena-based company. Developing, implementing, and managing the overall marketing strategy, Lavezzi will also direct and control its ambitious expansion plans as it establishes its network of ARES salons across Europe and the Middle East.

A respected professional with a wide-ranging commercial marketing experience, Lavezzi has worked with both high-end luxury enterprises in the automotive and fashion sectors and mass-market companies in consumer electronics and entertainment. Highly skilled in market development, creation of commercial networks and business development globally, Lavezzi is also acutely versed in the management of legal, financial and contractual issues.

Lavezzi will report into GM & COO Giuseppe Miceli and head up the in-house marketing team.

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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 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 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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