



# MEDIA RELEASE

Modena, Italy. January 2021

## **ARES APPOINTS FRANCO COLLINI AS HEAD OF CORPORATE ORGANISATION AND HUMAN RESOURCES.**

Luxury Italian coachbuilder ARES has announced that it has appointed Franco Collini as Head of Human Resources.

Reporting directly to the Chief Operating Officer, Collini is responsible for a multi-faceted position encompassing Corporate Organisation, Human Resources, Information Systems, HSE and QA.

With early international sales and marketing experience, Collini possesses strong abilities in managerial advancement, coaching and training techniques. A specialist in supply and organisational management, Collini has in-depth expertise in resource and board development, senior management support and strategic organisational innovation.

Working with small and medium-sized companies in the Made in Italy territory, most notable in the food, fashion and business school sectors, Collini has a wealth of experience and skills in personal and managerial development, coaching and training techniques.

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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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