



# MEDIA RELEASE

Modena, Italy. February 2021



## ITALIAN COACHBUILDER ARES ANNOUNCES FIRST AUSTRIAN STUDIO OPENING

- Italian coachbuilder ARES opens its doors to its Kitzbühel studio
- 250 square meter boutique to present the ultimate in bespoke automotive design
- One of five premises for the Italian coachbuilder

Luxury Italian coachbuilder ARES has confirmed that it has opened the doors to its first Austrian studio in Kitzbühel this month.

Located on Franz-Reisch Strasse, the studio will provide customers with an immersive brand experience and unparalleled customer service; as the Italian company showcases its coachbuilding skills, artisanal craftsmanship and cutting-edge technology.

On display at the 250 square meter studio will be the company's stunning ARES S1 Project and its commanding ARES for Land Rover Defender Spec 1.2.

The opening is one of five new studios across Europe and marks a significant milestone for the company as it brings the ARES experience closer to its customers in key territories. Visitors will have a choice of exquisite



# MEDIA RELEASE

finishes and colour palettes to choose from, alongside the finest leathers and carbon fibre interiors, paint finishes, trims and luxurious fabrics.

The luxurious boutique will play a vital role in the company's Co-Create philosophy, where both customers and designers can work hand-in-hand to build bespoke one-off vehicles – an offering unique to ARES.

Founded six years ago, the company employs 150 people and is headquartered in its 23,000 sq metres facility in Modena Italy. ARES uses a fusion of artisanal craftsmanship and modern-day technology to create and hand-build bespoke one-off and limited-edition vehicles for customers from around the world.

Commenting CEO and Co-founder Dany Bahar said: "We are delighted to open this new studio. At ARES, we offer a unique opportunity for customers to build their very own vehicles, to their exact specification. And these new personalisation studios will allow more customers to do exactly that, to realise their dream vehicle and be part of the creation process."

Chairman and Co-Founder Waleed Al Ghafari commented: "The opening of the Kitzbühel studio marks a significant point in ARES' development as we take the brand to our customers in key territories. Kitzbühel is an important location for us and we are very proud to bring ARES and its Made in Italy marque of hand-built vehicles to Austria and this stunning part of Europe."

After the openings of Dubai, St Moritz, Modena and Kitzbuhel, ARES will also be opening a Studio in Munich.

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

– ends –



# MEDIA RELEASE

## **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:

### **ARES DESIGN PRESS OFFICE**

Jane Cain, Head of PR | ARES Design Modena

Email: [jane.cain@aresdesign.com](mailto: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](mailto:info@aresdesign.com) | [aresdesignmodena@legalmail.it](mailto:aresdesignmodena@legalmail.it) | [www.aresdesign.com](http://www.aresdesign.com)