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ARES DESIGN PROGETTOUNO UPGRADES ENHANCE DRIVER EXPERIENCE.

- Updates include ARES-designed electro-actuated manual gearbox, giving the feel of manual control.
- All-new bespoke exhaust system delivers distinctive and exciting engine note.
- Sportier set-up with 21" rear wheels offers even more performance feel for driving enjoyment.

Luxury Italian coachbuilder ARES has revealed a series of updates to its Panther ProgettoUno, all designed to amplify the driving experience of its owners, in the spirit of the 1970s Pantera that inspired it.

The first supercar delivered by the Modena-based coachbuilder, the V10 Panther sports a new gearbox, a revamped exhaust system and a sportier set-up.

One of the main upgrades is the new *Leva Cambio Manuale Elettroattuata* (electro-actuated manual gear stick lever) drive system. The system acts like a sequential gearbox, with a more traditional H-pattern function, giving the driver the sensation of manually changing gear as the actuators work in parallel with the gear selector switches, mounted behind the steering wheel.



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The stunning ProgettoUno houses an updated exhaust system that has three settings - Corsa, Strada and Pista.

Conceived to give the car its new, distinctive and throaty sound, the exhaust pipes are designed in a cross shape. The engineers also incorporated a series of bypass valves, enhancing the flow of the exhaust gasses through the car.

The new exhaust system not only improves the Panther's performance, but also gives the car its distinctive sound, which has been researched and refined by ARES' R&D Department.

On the exterior, the coachbuilder has replaced the wheels with lighter and stiffer rims made from billet aluminium and increased the rear wheels to 21 inches.

ARES Technical Director Andrea Donati, commented: *"We always put our customers experiences at the heart of our cars, which is why we continue to refine the experience. We are very happy with the updates to the car; the new gearbox gives the driver the option of enjoying what is essentially a manual driving experience with all the thrill of driving a supercar, while the upgrade to the exhaust will produce a thrilling performance sound which can be dialled up or down as the driver wishes."*

"We are all about the experience, the thrill of driving; driving for the love of driving. These upgrades more than deliver that, whether the customer is a veteran driver or a motorist who simply loves driving for the sheer joy of it."

The coachbuilder has also confirmed its new price of 334.900 €, excluding the donor car and the VAT.

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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 coachbuilding under one roof, immediately set a new global standard for the design, development, production and handover of bespoke, personalised and unique cars.

ARES Chairman Dany Bahar, along with his long-term Dubai-based business partner and ARES co-founder 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.

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