



# MEDIA RELEASE

Modena, Italy. June 2021



## ARES OPENS PORTO CERVO STUDIO FOR SUMMER RESIDENCY

- Italian coachbuilder ARES attends exclusive Sardinian summer season
- Waterfront salon to present ARES' latest creations and designs
- Island collaborations with leading lifestyle venues
- ARES launch Novamarine collaboration

Italian coachbuilder ARES has opened the doors to its exclusive waterside Summer Studio this week, marking the start of its two-month residency in the luxury enclave of Porto Cervo, Sardinia.

The Modena-based coachbuilder will be in attendance throughout the summer as it showcases its hand-built cars and motorbikes to the island's visitors, car connoisseurs and private guests.

Set against the backdrop of the stunning Sardinian coastline, the first vehicles to take centre stage will be the eye-catching ARES for Land Rover Defender Spec 1.2 Cabrio with matching trailer and stunning ARES Scrambler for BMW R NineT in tow. The newly designed ARES for Land Rover Defender Spec 1.5 will also be on show while the stunning ARES Bullet motorbike will be making its pre-launch preview.



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ARES' highly regarded ARES ProgettoUno and its most exciting project, the hotly anticipated ARES S1 Project Spyder, will be presented from mid-July.

Designed to afford customers the ultimate brand experience, the Waterfront location promises unparalleled customer service while enveloping them in the art of coachbuilding traditions and modern-day technologies and the ultimate Italian hospitality.

In addition to its waterside presence, ARES will enjoy high visibility throughout Sardinia as it deploys its fleet of bespoke ARES for Land Rover Defender Spec 1.2 Cabriolets.

This year, the coachbuilder has partnered with luxury lifestyle venues La Scogliera, Crazy Pizza and Billionaire. Each restaurant will have a uniquely liveried ARES Land Rover Defender 1.2 Cabrio at their disposal to offer their patrons VIP transfers from and to the luxury island venues.

The company's attendance is not solely limited to terra firma. ARES has also collaborated with famous Italian boatbuilder Novamarine and will be taking to the water in its 18ft rib.

The boat, which ARES has customised, will be at the disposal of its patrons for Island transfers. ARES has also provided two additional Land Rover Defender Spec 1.2 Cabriolets to the boat builder for the duration of the summer.

Commenting Executive Chairman and Co-founder Dany Bahar said: "It is always fantastic to come to Porto Cervo, this is the 2<sup>nd</sup> year we have attended, it is the place to be in the summer and its always great to meet new customers and catch up with old friends. This year, ARES is out in force, and we have a large, but considered, presence on the Island and we are very much looking forward to working with the local enterprises while presenting ARES to Sardinia and its visitors."

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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 Executive Chairman 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.

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