



# MEDIA RELEASE

Modena, Italy. July 2021



## ITALIAN COACHBUILDER ARES OPENS ZÜRICH SHOWROOM

- Italian coachbuilder ARES opens the doors to its second Swiss salon
- Zurich showroom presents the ultimate in bespoke automotive design
- Cutting edge technology offers an immersive design experience.

Luxury Italian coachbuilder ARES has opened the doors to its second Swiss studio this week in Zürich. Located at Uraniastrasse 31, on the doorstep of the exclusive Bahnhofstrasse avenue, the space provides customers with an immersive brand experience and unparalleled customer service, as the Italian company showcases its coachbuilding skills, artisanal craftsmanship and cutting-edge technology.

Designed by the ARES Centro Stile department, who drew their inspiration from the clean-cut lines of the modern-day art gallery, ARES Zürich hosts three stunning vehicles: the ARES Land Rover Defender Spec 1.2, a fine example of the company's coachbuilding skills, its much-admired ARES S1 Project, an example of the company's original design capabilities and the ARES Bullet for BMW R nineT motorbike.

Alongside the hand-built creations is the latest technology. Customers can see their vehicles brought to life on the car configurator's videowall or via its VR viewer and also interact with it when viewed on the touchscreen table, taking the customer journey to the next level.

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



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Visitors will have a choice of exquisite finishes and colour palettes to choose from, alongside the finest leathers and carbon fibre interiors, paint finishes, trims and luxurious fabrics while enjoying a taste of Italian hospitality with fine wines and Italian coffee!

Historically, ARES has only presented its vehicles at prestigious events such as Italy's Concorso d'Eleganza Villa d'Este, the Monaco Yacht Show, and Salon Privé in the UK. However, since the end of 2020, the company has initiated an impressive rollout of studio openings. It now has showrooms throughout Europe, the UK, Middle East and, from next month, the USA. ARES Zürich is the second Swiss studio for the Italian coachbuilder, having opened ARES St. Moritz last year.

ARES was founded six years ago and employs 172 people at its 23,000 square metre facility in Modena, Italy. The company uses a fusion of artisanal craftsmanship and modern-day technology to create and hand-built bespoke one-off and limited-series vehicles for customers worldwide.

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 Zurich studio marks a significant point in ARES' development as we take the brand to our customers in key territories. Zürich is an important location for us, and we are very proud about bringing ARES and its Made in Italy marque of hand-built vehicles to Switzerland and this crucial part of Europe."

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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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