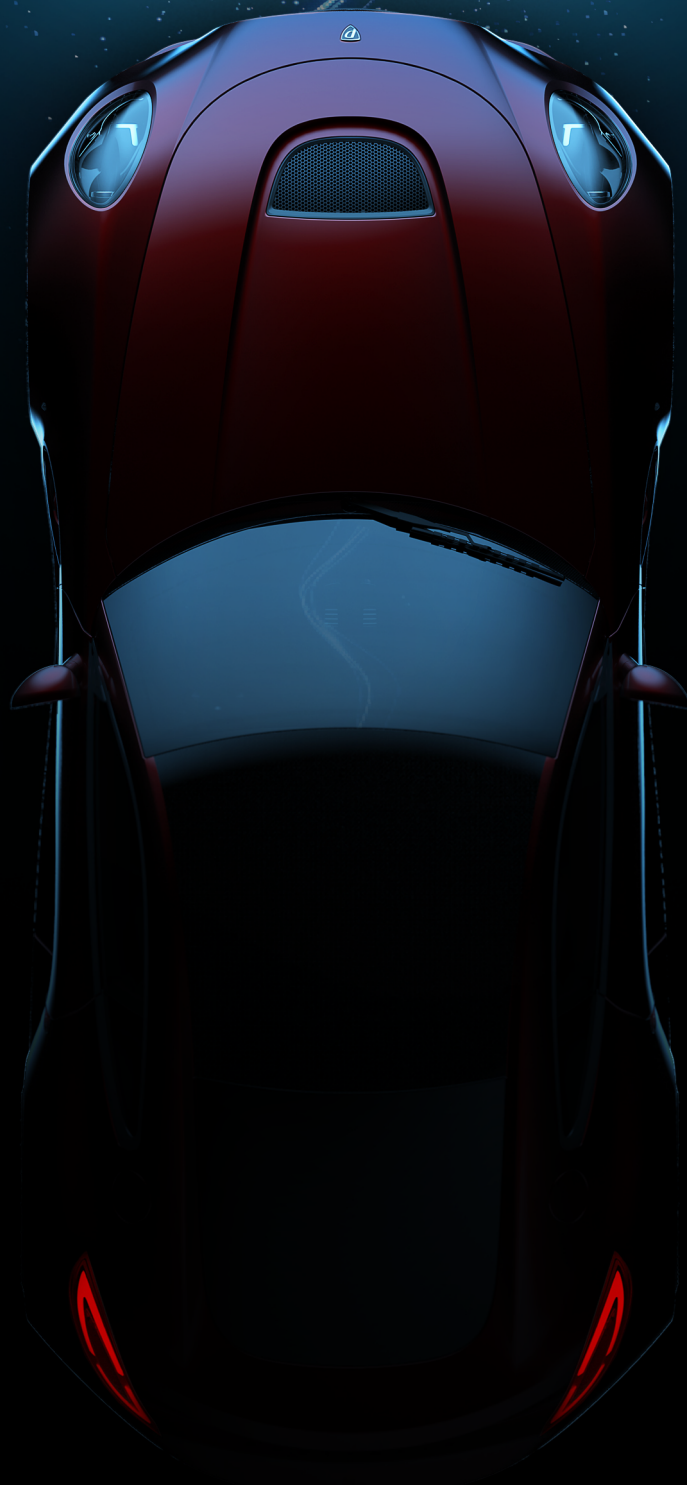


The Future of Fuoriserie.



*berlinetta*

GENEVA MARCH 5-15, 2020

# Puritalia Automobili to showcase an ELECTRIfying future at the Geneva International Motor Show 2020!

***Puritalia Automobili - the custom-made, handcrafted, high-tech, Italian sports car maker - will be present at the Geneva International Motor Show 2020 for its second year in a row.***

The brand represents a "new generation" of Italian hand-made supercars, designed and built in the classic "Italian Fuoriserie" tradition that combines unmatched design, craftsmanship and technological innovations.

Exclusively built-to-order for the most demanding car connoisseur, Puritalia Automobili unveiled the Berlinetta at the Geneva International Motor Show in 2019: a 965 hp, total carbon fiber body Italian supercar in the spirit of the golden years of Italian Fuoriserie cars, mixing modern technology and true Italian car design. At the Geneva International Motor Show 2020, **Puritalia Automobili presents the exciting evolution of the Berlinetta series.**

The Berlinetta displayed throughout the Geneva International Motor Show 2020 is a customer-spec car finished in "Rosso Vesuvio" with custom designed forged monoblock wheels and fully exposed carbon fiber interiors, handcrafted in-house with white Italian Nabucco premium leather. The proprietary body paint formula, that required up to 7 coats, rigorously applied by hand, is one of a kind for each car in the pure spirit of the **"Puritalia Sartoria"** philosophy. This specification speaks for the elegant, yet sporty and aggressive profile of the Berlinetta.

*"We are proud to be present at the Geneva International Motor Show alongside the elite members of the automotive industry for a second consecutive year. Despite our young history we are thrilled to showcase the progress we've achieved thus far and to share the continuous investments and projects we've set for an exciting and brighter future.*

*During the last 12 months we've been focused on improving the **Berlinetta** based on the requests of our clients and growing network of retail partners. We brought the car all over Europe and arranged numerous private events and test drives with our network of selected Customers and Brand Ambassadors. But, even more important, we have followed the development of our roadmap towards the future of Puritalia with our next milestone: **Project SuperVELOce!**"*

**Fabio Ferrante** – Chief Designer

In fact, the Puritalia team is already working on the next generation of its Fuoriserie: the **Project SuperVELOce**. A fully electric performance Italian Fuoriserie powered by a proprietary electric powertrain and built-in AI technology to drive power, performance and handling.

*"Developing the hybrid powertrain of the original Berlinetta gave us the knowledge to manage and integrate the most advanced electric technologies on the market into our cars.*

*Our strong R&D team has a deep technological background and they always attempt to push the boundaries. We have developed our own proprietary design and engineering expertise in a very short amount of time regarding every single component of advanced electric powertrains.*

*Everything from custom battery packs, thermal management, driveline integration, control electronics, torque vectoring and charging strategies all the way up to cloud-based AI algorithms. Combining this expertise with our unique technology in order to create our own fully electric vehicle was the natural next step for Puritalia Automobili.*

*This ensured we were maintaining our focus on continuous research and development for cutting-edge automotive technologies in order to become one of the very few small series car manufacturers to own a complete end-to-end suite of advanced solutions for e-mobility.*

*Regardless of personal tastes and preferences, we cannot turn a blind eye to what is happening in the whole automotive industry. This is the right moment for us to take on the **"fully electric"** challenge and to present to the world a very unique car like the **Project SuperVELOce**.*

*It is the opportunity to strengthen the foundation of our brand as a symbol of the new-generation of Italian fuoriserie combining classic design with the latest car technologies.*

**Paolo Parente** – CEO and Founder

The Project SuperVELOce will represent Puritalia Automobili's interpretation of a boutique-style electric sport car with their traditional and distinctive Italian design style.

Following the Berlinetta philosophy, the **Project SuperVELOce** will also deliver an unprecedented performance with a lightweight feel and a truly enjoyable drive.

A car created to offer a unique driving experience with fully tailor-made customization, in the pure essence of our **"Purtalia Sartoria"** style.

This kind of combination will be a first in the Electric Vehicle world!

The development of the **Project SuperVELOce** is driven by the brand-new division called "Purtalia Mobility Technologies". Its mission is to lead the way for the next generation smart, electric and autonomous vehicle technologies; a full solution for partners that want to adopt the Puritalia Electric Vehicle platform.

More technical details about the Project SuperVELOce will be released at the Geneva International Motor Show 2020 and throughout the year.



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