

The Italian **Fuoriserie** is Back



berlinetta

GENEVA MARCH 7-17, 2019

Puritalia unveils the custom-made, 965hp super-hybrid **Berlinetta** at Geneva International Motor Show

Only 150 will be made for demanding car enthusiasts who want the experience of having their unique car built to their specifications.

Puritalia Automobili, the custom-made, handcrafted, high-tech Italian sports car maker, presents its new car, the **Berlinetta**: a super-hybrid 965 hp, total carbon fiber body **fuoriserie** at the 89th Geneva International Motor Show.

Puritalia Automobili was founded by Paolo Parente, who partnered with car designer Fabio Ferrante, to build **fuoriserie** cars in the spirit of the Golden Years of Italian automobile design using the most advanced technologies.

The **Berlinetta**, a project that was four years in the making, is the Puritalia experience at its best. A handcrafted, custom-made Italian sports car that offers a super-hybrid engine – managed by Artificial Intelligence based proprietary software – in a **Berlinetta** style carbon fiber body that offers the ideal 50/50 weight distribution for the perfect driving experience.

Exclusively built-to-order for the demanding car connoisseur, the **Berlinetta** will be unveiled for the first time at the Geneva International Motor Show on March, 7th, 2019.

What is missing in today's supercar market, is the unique experience of having your car handcrafted to your own specifications, like it used to be in the Golden Years of the Italian automobile designs of the 50's and 60's.

The **Puritalia experience** provides this unique experience to the most demanding car enthusiast and collector. You can't buy a **Berlinetta**: it will be made-to-order, to your personal specifications. A real **fuoriserie** a totally unique car in the world today. Only 150 **Berlinettas** will be made.

Each Berlinetta requires an enormous amount of time to make: 800 hours just for all carbon-fiber painting and finishing. That is more than some "industrial" supercars take for the entire building process to be completed.

"We like to think that we don't sell our cars. We entrust them to owners who can take care of them and enjoy them, because they understand and appreciate the exacting technical details and the care we put into building them."

– **Paolo Parente**, CEO & Founder

Puritalia Berlinetta at glance

The Italian "SuperHybrid":
the most powerful Italian hybrid supercar

Proprietary hybrid powertrain that offers the best of both worlds:
front mounted V8 combustion engine + rear parallel mounted advanced axial flux electric motor

Combined power: 965 hp - 1248 Nm torque

Hybrid carbon fiber / aluminum chassis: carbon fiber central tub with aluminum sub-frames and suspension plates fully CNC machined from a single aeronautical aluminum billet

Pre-preg carbon fiber body panels and interiors with carbon fiber exposed finish

Proprietary patented technology Puritalia Purhydrive® for smart management of the electric power through auto-learning of driving style and cloud-based AI (Artificial Intelligence) technology.

Puritalia eMozione® to raise the torque provided by the electric motor up to additional 370Nm on-demand.

Puritalia Digital-DNA® - fully connected vehicle control system to manage the entire car through the interior touch-screen, vocal controls, and remotely by smartphone.

Puritalia Orchestra® - quad titanium exhaust system with smart electronic modulation and active side pipes

Exclusive buying experience reserved for a select elite of car enthusiasts and collectors (*Puritalia Ambassadors*)

Puritalia Sartoria® program providing a personal design team to assist each customer during the specification and building process of their car with the highest degree of customization and direct contact with the Design Team.

Production limited to 150 cars



PURITALIA
a u t o m o b i l i

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