

## Karma Automotive and Pininfarina form partnership

- Brands united through shared commitment to innovation and beautiful design
- First collaborative outcome expected in Q2 2019
- Partnership announced today during Automotive News World Congress

Detroit, January 17, 2019 – Southern California-based **Karma Automotive** and the iconic Italian luxury design and engineering house **Pininfarina** have formed a partnership, Karma CEO Dr. **Lance Zhou** announced today during remarks made during Automotive News World Congress' inaugural 'China Genius' session.



The collaborative effort will unite each partner's commitment to beautiful luxury automotive design and is a major addition to Karma's growing list of strategic business partners who will play an important role in Zhou's 'Value-Forward' business plan to help accelerate future technology and product development.

*"Our business and product plan is driven in part by collaborating with like-minded and nimble partners such as Pininfarina whose design expertise will help us accelerate product development, differentiation, and personalized customization that allows every Karma to be truly special,"* he said. *"Karma is united in spirit with Pininfarina through our shared commitment to stunning design, and we are excited about the reaction we anticipate the end result of our partnership will generate".*

As part of the Value-Forward business plan, Karma seeks to acquire and develop key technologies and partnerships important to connectivity, performance, artificial intelligence, shared mobility platforms and electrification. The goal is to solidify and grow Karma's place in a unique luxury electric vehicle niche first in the U.S. before expanding to other international markets.

*"The agreement with Karma – said CEO of Pininfarina **Silvio Pietro Angori** - represents another important step in the growth strategy of Pininfarina in the North American market, following the opening of our new design center in Los Angeles. We are happy to support Karma through our expertise into design and creation of luxury, customized vehicles, and into premium brand lifestyle.*



*With Karma we share the same passion for beauty, exclusivity and innovation, always in the name of environmental sustainability. We can't wait to show the world the first fruit of our joint effort".*

The first results of the new partnership are expected in Q2 2019.

**About Karma Automotive:**

*Karma Automotive designs, engineers, assembles and markets luxury electric vehicles, all from its Southern California base of operations. Founded in 2014 and employing nearly 1,000 people worldwide, Karma Automotive is committed to elevating and growing the luxury mobility experience for its customers and draws on global relationships and technology partners to achieve this. Named Green Car Journal's 2018 Luxury Green Car of the Year, Karma Revero is a luxury electric vehicle powered by dual electric motors that embodies the company's goals of offering leading automotive design, technology, customization and an outstanding customer experience.*

*Learn more about Karma Automotive and Revero at [www.karmaautomotive.com](http://www.karmaautomotive.com) or visit the password-free Karma Newsroom at [www.karmanewsroom.com](http://www.karmanewsroom.com) for the latest press releases, videos and images.*

**About Pininfarina:**

*Pininfarina is a luxury design and engineering house established in 1930, icon of the Italian design in the world, which has contributed to write the history of the global automotive industry. Employing nearly 700 people through its offices in Italy, Germany, China and the United States, Pininfarina continues to be the benchmark of the auto and industrial design, deeply involved to designing customer journeys, unique user experiences merging physical and digital worlds through aesthetics and technology. Pininfarina portfolio of services cover design, engineering, conception and manufacturing of unique cars or very small runs. Pininfarina also represents today one of the most prestigious brands in Architecture and Interiors with dozens of awards achieved.*

*Learn more about on [www.pininfarina.com](http://www.pininfarina.com)*

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