



## Hyperion by Pininfarina debuting in the Emirates

### At the Dubai International Motor Show 2011 the custom-built luxury model designed and manufactured in Italy by Pininfarina

Turin, November 4 2011 – The **Hyperion by Pininfarina**, a one-off custom-built car derived from the Rolls-Royce Drophead Coupe, will make its debut in the **Emirates** on the occasion of the **Dubai International Motor Show 2011**, Region's largest and most influential automotive event (10-14 November). The luxury model will be on display on the Raxan Management stand of **Alexander Pushlin**, current owner of the Hyperion.

The Hyperion, an opulent two-seater roadster, takes up the legacy of other Rolls-Royces designed by Pininfarina, the Silver Dawn saloon of 1951, for example, or the Camargue coupe of 1975. The car is named after Hyperion, one of the Titans of Greek mythology, to underline its architectural and figurative power.

Pininfarina was born to create custom-built cars and continues to dedicate resources and talented people to realize unique models for individual clients. The exceptional skill of Pininfarina designers to interpret the clients' dreams, together with the application of innovative technologies and the historic craftsmanship skills of its technicians, have created cars worthy of legend. Besides the Hyperion, the most recent unique cars designed and manufactured by Pininfarina are the **Ferrari P4/5** of collector Jim Glickenhaus, the **Ferrari Scaglietti "K"** of Peter Kalikow and the **New Stratos** of Michael Stoschek.

As for the **Pininfarina Hyperion**, the idea of the project was to create a custom-built car that would evoke the appeal of the sumptuous cars of the 1930s, with their majestic, regal bonnets, and a body that surrounded the driver and a single passenger.

The result was a one-off firmly rooted in the values of the Pininfarina and Rolls-Royce brands, with lines and dimensions that are hard to find in a 21st century model. Structurally, Pininfarina moved the driving position further back (400 mm) and took out the rear seats. A new hood was designed and craftsmanly built, which folds behind the seats under a wood-lined cover. In front of the windscreen two compartments were created for small items or for sports equipment.

To repeat the proportions of the unforgettable cars of the pre-war period (a short tail end and majestic bonnet that "surges" forward), Pininfarina had to completely redesign the packaging of the car. To balance the volumes, the Pininfarina designers tried to achieve soft, fluidly flowing surfaces. The front reminds of the classic Rolls-Royce grille, which has been slightly inclined. An upper trapezoid part aerodynamically links to the engine hood and to the very inclined windscreen, while the recessed Bixenon headlights and LED technology convey sportiness, elegance and the technological value of the car. The spectacular bonnet is underlined by the muscular, taut wings, while the line that embraces the front wheels is drawn back until it disappears into the hood cover, giving a sense of movement even when the car is stationary. This feature is counterbalanced by a small rib under the door that runs towards the rear wheel. The shape of the rear end recalls Pininfarina's legendary sports "berlinettas" of the Fifties and Sixties, with their cut-off tails, strongly inclined downwards, with a flat closure borrowed from boat-building.

Small but precious modifications have been made to the interiors, maintaining the perfect sense of high luxury in the passenger compartment that distinguished the original car. One precious detail of the instrumentation underlines the unique environment: the watch designed specifically for the Hyperion by Girard-Perregaux, which can be removed from the dash and attached to a bracelet to be worn on the wrist.

The bodywork was fully made of carbon fibre, ensuring geometrical accuracy, high rigidity and unexpected lightness, while the internal and external wooden finishing details remind of boating in the choice of essences and the tradition of execution. The doors were in fact made of fine solid wood by craftsmen through technologies used to create components for luxury boats. This is another aspect of the programme



of Pininfarina special cars: offering customers unique stylistic and technical solutions that are not possible on mass produced cars.