

# Pininfarina and Tech Mahindra Partner Mahindra Racing Formula E Team

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Strategic Partnership gives Mahindra Racing access to World Class Design and Digital Expertise

**TURIN, JANUARY 23RD 2018** – Mahindra Racing, the only Indian team to compete in the ABB FIA Formula E Championship, today announced the formation of a strategic partnership with Pininfarina and Tech Mahindra. This agreement gives Mahindra Racing access to Pininfarina's globally renowned design expertise and Tech Mahindra's digital technology prowess.

Pininfarina, will also become a sponsor of the Mahindra Racing Formula E team. This enables the team to leverage Pininfarina's legendary design and technology expertise to enhance the performance of its M5Electro race car, currently under development for Season 5 of the Formula E Championship which begins in December 2018.

The ABB FIA Formula E Championship is an electric street racing series and the world's first fully-electric international single-seater category in motorsport.

This partnership will also focus on other areas of design and technology, including Computational Fluid Dynamics (CFD) work and help Mahindra with its 'Race to Road' strategy that involves the application of learnings from the race track into the development of new electric road vehicles, in due course. Mahindra Racing will also have access to Pininfarina's testing facilities in Italy which will help the team enhance the aerodynamic efficiency of its race car.

"The Mahindra Racing Formula E team has had a very successful start to Season 4 leading both the Teams' and Drivers' Championships after the first three races. We are now delighted to welcome Pininfarina and Tech Mahindra as partners, as we gear up to meet the challenges of this new season and beyond. Combining their design, technology and digital skills will significantly augment Mahindra Racing's existing capabilities and raise the bar as far as our performance is concerned. This strategic

partnership is also aligned to Mahindra's vision of FUTURise, a creative expression of how we are driving growth through world class innovation in all our businesses." **Ruzbeh Irani, President (Group Communications & Ethics) & Chief Brand Officer, Mahindra Group.**

"We are very proud to be part of the Mahindra Racing Formula E Team and to contribute with our know how and expertise to enhancing the performance of Mahindra Racing's cars. This partnership enhances Pininfarina's passion for racing and exceptional, environmentally responsible automotive performance. We also have developed a profound know how in aerodynamics: our cars have been said to be designed by the wind. We own one of the most advanced Wind Tunnel's in the world, a centre of excellence for research and development in the aerodynamics and aero-acoustics field since 1972. Over the years many aerodynamic tests have been carried out in our Wind Tunnel for passenger cars, for Formula 1, for motorcycling and for the sports equipment of world-class athletes." **Silvio Pietro Angori, CEO, Pininfarina.**

"By combining Pininfarina's design with Tech Mahindra's digital expertise we are demonstrating how the products of the future will need to be adapted for a convergent world." **Jagdish Mitra, Chief Strategy & Marketing Officer, Tech Mahindra.**

Pininfarina is a design house of international repute and a global symbol of Italian style. With a legacy going back to over eight decades, it has built a stellar reputation on the pillars of purity, elegance and innovation. It offers expertise in the areas of design, engineering services and conception and production of concept cars and is recognised the world over as one of the great ateliers of design.

### **About Mahindra Racing**

Mahindra Racing is one of ten founding teams – and the only Indian team – to compete in the ABB FIA Formula E Championship, the world's first all-electric racing series. The M3Electro race car, launched for season 3 which concluded in July 2017, proved to be a competitive package getting the team's first race win, a total of ten podiums, three pole positions and two fastest lap awards.

With these strong results, Mahindra Racing secured third place in the Teams' Championship and rookie driver Felix Rosenqvist took third in the Drivers' Championship. For Season 4, commencing in Hong Kong in December 2017, the team has high technical and sporting ambitions with its newly developed M4Electro race car that pushes the limits of technology and innovation.

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## About Pininfarina — A Tech Mahindra Company

The history of design is reflected in that of Pininfarina lines, beauty and elegance, in the ability to bring an aesthetic concept to life. Its distinctive trait, a hallmark of Made in Italy, has wound its way through 88 years of history and emotions, to outline the shape of the future. Founded in 1930, Pininfarina has evolved from an artisan concern to an international group that is a worthy global partner to the motor industry. It focuses on design, engineering services, conception and manufacturing of products, to make our lives better. Listed on the Stock Exchange since 1986, Pininfarina – a Tech Mahindra Company – has offices in Italy, Germany, China and the United States. The Company's automotive clients include prestigious brands like Ferrari, Alfa Romeo, BMW, Toyota, among others. Since the '80s, Pininfarina has been designing interiors and exteriors of high-speed trains, buses, people movers, yachts, airplanes, private jets. Through Pininfarina Extra, founded in 1986, Pininfarina also represents today one of the most prestigious brands in Architecture and Interiors and Industrial Design with more than 600 projects realized.

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