

Pininfarina at the Hong Kong MotorXpo with the Model E designed for Foxconn

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Hong Kong, November 30 2021 – After having inaugurated the first edition of 2019 with the exhibition of the H2 Speed concept car, Pininfarina is back at the International MotorXpo Hong Kong (IMXHK) 2021. Making its official debut at an Auto Show will be a new Pininfarina creation, the electric Model E sedan designed for Hon Hai Technology Group (Foxconn), a global leader in smart manufacturing. The Model E will be on display from December 1-5 in the Designer Zone of IMXHK at the AsiaWorld-Expo.

The Model E, the first step of an important strategic collaboration that will continue for the future between Pininfarina and Hon Hai is a technologically innovative luxury flagship sedan and can meet the needs of middle and high-end consumers. At the same time, it is also the high-quality first choice for businesses. The rear seat space can transform into a dedicated mobile office, with personal mobile devices seamlessly connected to the passenger car, enabling a series of smart applications such as face recognition door opening, smart windows and vehicle and environment interfaces.

In addition to luxury and comfort, the Model E, with high performance and advanced dynamic control technology, delivers a power output of about 750 horsepower and achieves 0 to 100 km acceleration in a staggering 2.8 seconds, better than comparable models in the market and almost at the pace of a Formula One racing car. The Model E also has a 750km range to address the range anxiety of most electric car users.

“We are very proud to show the audience of the IMXHK a model that represents the best of Pininfarina’s expertise as well as our vision for the future of electric mobility - comments Silvio Angori, CEO Pininfarina. - Foxtron is the ideal partner for our Company because we share the same propensity for innovation and the attention to environmental sustainability”.

The Model E was entirely built in the Pininfarina atelier in Cambiano, where over the years unique models, small series, showcars and prototypes for the most prestigious automotive brands have been hand built by a highly skilled team.

Pininfarina's design team was responsible for defining the style of both the exteriors and the interiors of the Model E, including the experience that the user will live inside the car. One of the main features are the smart surfaces on the front, side and the rear of the vehicle which demonstrate the way the vehicle communicate with the outside world. These smart surfaces are contained within a beautiful vehicle showing its power, its sportivity and at the same time the elegance that you'd expect from Pininfarina. Also in the interior the Model E shows a combination of classic, advanced, state of the art technology to create something absolutely unique.

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