



## COMPANY PROFILE

01





## COMPANY PROFILE

### History

Pagani Automobili S.p.A. is an Italian Supercar manufacturer. The company was founded in 1993 by Horacio Pagani, and is based in San Cesario sul Panaro, near Modena, Italy.

The philosophy driving the company embraces a concept borrowed from the Renaissance. It is embodied by the great Leonardo da Vinci over 500 years ago, when he stated: "Art and Science were disciplines that must walk together hand in hand." Horacio Pagani, who formerly managed Lamborghini's composites division, worked for Lamborghini from 1984 to 1992. In the late 1980s Horacio Pagani began designing his own car, then referred to as the "C8 Project". Horacio Pagani planned to name the C8 the "Fangio F1" to honour his friend and mentor, the five-time Formula One champion Juan Manuel Fangio.





## COMPANY PROFILE

### History

In 1991 Horacio Pagani established Modena Design to meet the increasing demand for his design, engineering, and prototyping service, particularly for the state of the art composite materials. In 1993 he started the construction of the Fangio F1 prototype and the car was tested at the Dallara wind tunnel with reassuring results. In 1994, influenced again by his World Champion mentor, Mercedes-Benz agreed to supply Horacio Pagani with their prestigious V12 engines.

In 1999 at the Geneva Motorshow Pagani Automobili rocked the automotive world with the unveiling of the Pagani Zonda. Acclaimed as an instant classic, the Zonda models went on to win numerous awards and find themselves in the elite group of supercars appreciating in value as time passes. While an independent company, Pagani Automobili has a long standing relationship with Mercedes AMG for the development of outstanding bespoke engines. The Zonda has used increasingly advanced versions of the M120 V12; the Pagani Zonda C12 was launched with a 6.0L V12 engine with 394 hp and culminated in the Zonda Cinque with its 7.3L V12 and 678 hp.

Along side road going Zondas and part of development for future models, Pagani created an uncompromising track version in 2010, the Zonda R. A statement of what was technically possible at the time, the Zonda R lapped the Nurburgring Nordschleife in 6:47 min, a time yet to be beaten by production derived track cars.

In 2011 Pagani Automobili presented Horacio's latest creation, the Pagani Huayra. The turbocharged V12 powering the Huayra is a bespoke AMG development for Pagani, boasting 730 hp and more than 1000 Nm of Torque. Building objects as complex and full of state-of-the-art solutions such as the carbon-titanium composite found in the Huayra's chassis, not only takes brilliant minds, but real artists. Pagani Automobili can rely on real technology leaders as partners; obsessively redefining the limits, finding new solutions, processes and technologies is written in their DNA. The Pagani Huayra stands as an ambassador of automotive technological excellence for those who have contributed to transform a dream into reality.





## COMPANY PROFILE

### Chronology

- **1955** - Horacio Pagani is born in Casilda, Argentina, on November 10<sup>th</sup>
- **1967** - Construction of a balsa wood silver GT model car
- **1971** - Design and construction of a mini moto 1972  
Diploma at technical school
- **1972** - Construction of a buggy applying Renault mechanics
- **1973** - Studies Industrial Design at the University of La Plata (Argentina)
- **1975** - Studies Mechanical Engineering at the University of Rosario (Argentina)
- **1977** - He begins working in his Argentine studio  
(Horacio Pagani - one-man business)
- **1977** - Coffee bar furniture design and manufacture
- **1978** - Designs and builds caravans and trailers
- **1978** - Studies and designs an F2 single-seater
- **1979** - Designs and constructs a camper van for Chevrolet pick-ups
- **1979** - Constructs a complete F2 single seater
- **1980** - Collaborates in the study of orthopaedic chairs and beds
- **1981** - Designs fibreglass cabins for Ford F100 pick-ups, Chevrolet Cheyenne, Toyota Hilux, Peugeot 504 - produced in a series of 1000
- **1981** - Attends a course on "Human Factors in Industrial Design" at the University of Rosario, Argentina
- **1981** - Designs a cabin for a combine harvester for the Marani Company S.p.A.
- **1981** - Designs two bicycle touring models, for men and women
- **1982** - Studies and constructs a Mays JMF (in honour of Juan Manuel Fangio) Roughness Meter to be used for road deformation, commissioned by the Centre for Research and Development at the University of Rosario
- **1982** - He wins two scholarships awarded by the Rotary Club International for the Royal College of Art in London and the Art Centre in Pasadena (USA)
- **1983** - He moves to Italy to join Lamborghini
- **1984** - Join the team to create the Jeep LMA
- **1984** - Collaborates with the team to build the Countach Evoluzione, the first car with a carbon fibre frame
- **1987** - Responsible for the design of the Lamborghini Countach Anniversary
- **1989/93** - Lamborghini engineering: models, tooling and manufacturing of various components of F1. engine
- **1990** - Collaborates in the establishment of design and engineering of the Lamborghini Diablo bodywork. Later, he builds models and moulds and transfers his know-how to the Lamborghini for the construction of bodywork built with advanced composite materials.
- **1990/91** - Lamborghini L30: design, engineering, models, moulds and technology of composite materials
- **1991** - Foundation of Modena Design
- **1992** - Collaborates in the style setup during the Diablo Anniversary
- **1993** - Rossignol, Lange Racing: designs ski boots and constructs parts in composite materials
- **1994/97** - Designs interiors for Automobili Lamborghini
- **1993/98** - Dallara F3: components moulds
- **1994/97** - Designs interiors for Automobili Lamborghini
- **1993/98** - Dallara F3: components moulds and construction with advanced composite materials
- **1993** - Begins the full project of the Pagani Zonda
- **1994** - Nissan: studies a spoiler for a racing car
- **1994/95** - Renault France: engineering, moulds and prototype construction project
- **"Next" 1994/97** - Aprilia: engineering, mould and construction of components for 250/400 racing motorcycles (World Championship)
- **1995/96** - Ferrari Automobili: moulds and manufacturing F1 engine components
- **1996** - Berman: design, engineering, models, moulds and parts for Suzuki Vitara/Daihatsu Move
- **1999** - Presentation of the Pagani Zonda C12 at the Geneva Motor Show
- **2000** - Presentation of the Pagani Zonda S 7.0 at the Geneva Motor Show
- **2002** - Presentation of the Pagani Zonda S 7.3 at the Geneva Motor Show
- **2003** - Presentation of the Pagani Zonda Roadster S 7.3 at the Geneva Motor Show
- **2003** - Study and concept of the Chrysler ME412
- **2005** - Presentation of the Pagani Zonda F at the Geneva Motor Show
- **2006** - Presentation of the Pagani Roadster F at the Geneva Motor Show
- **2007** - Presentation of Zonda R first models at the Geneva Motor Show
- **2008** - Presentation of Chrono and Zonda R models at the Geneva Motor Show
- **2009** - Worldwide preview of the Zonda R in Milan
- **2009** - Presentation of the Zonda Cinque, of the Zonda R and of the Sound System at the Geneva Motor Show
- **2010** - Presentation of the Roadster Cinque and Zonda Tricolore at the Geneva Motor Show
- **2010** - The Pagani Zonda R scored 6:47 at Nuerburgring Nordschleife
- **2011** - Presentation of the Huayra at the Geneva Motor Show
- **2011** - Pagani Automobili in U.S. - Official Huayra presentation to the north american market
- **2012** - The Pagani Huayra wins the 3 most prestigious European Car of the Year, EVO Car of the Year, TopGear Hypercar of the Year, CAR Magazine Performance Car of the Year
- **2012** - The Pagani Huayra scored 1:13.8, the fastest road car ever on Top Gear Test Track
- **2016** - Sicilia, Pagani Huayra BC world premiere
- **2017** - Presentation of the Huayra Roadster at the Geneva Motor Show





## COMPANY PROFILE

### Awards

- **2016** - Huayra: Car Classic Visions of the Future
- **2016** - Horacio Pagani: Concorso Italiano Vision Award
- **2013** - Huayra: Supercar of the year · C! Magazine
- **2012** - Car of the year: Pagani Huayra · EVO
- **2012** - Horacio Pagani: 5 Diamonds Engineering Awards
- **2012** - Performance Car of the Year: Pagani Huayra · CAR
- **2012** - Pagani Huayra Hypercar of the year · Top Gear Magazine
- **2011** - Zonda R Best in Class · The Quail Lodge: a Motorsport Gathering
- **February 2011** - Zonda R: Stig's test Track Fastest Laptime: 1:08.5
- **2011** - Zonda S Roadster: "Best of the Show" · Beaulieu's Supercar Trophy
- **2010** - Zonda R: Jeremy's Car of the Year
- **2010** - Pagani Automobili: Best of Italian Luxury Award · Hurun Report
- **2013** - Horacio Pagani: Ragno D'oro 2013
- **June 2010** - Zonda R: Nürburgring Nordschleife Fastest Laptime: 6:47
- **2009** - Supercar of the year Pagani Zonda Cinque · C! Magazine
- **2009** - "Zonda F: customer's best choice" · Sport Auto Francia
- **2009** - Mothers Choice Award: Excellence in Automotive Design · Sema Show
- **2009** - Zonda F: "Best Drivers' car" · Evo
- **2008** - Supercar of the Year: Zonda F Clubsport · C! Magazine August
- **2008** - Zonda Roadster F: Nürburgring Nordschleife Record: 7:29:70
- **August 2008** - Zonda F: Nürburgring Nordschleife Laptime: 7:24:44
- **September 2007** - Zonda F: Nürburgring Nordschleife Record: 7:27:82
- **2013** - Pagani Huayra: Drive of the Year 2012 · C! Magazine
- **2006** - Supercar of the Year: Zonda C12 S · C! Magazine
- **2005** - Palme d'Or: Zonda F: best supercar 2005 · Sport Auto F
- **November 2005**: Nürburgring Nordschleife Laptime: 7'32" · Sport Auto
- **2005** - Top Gear Powerlaps 2005: Zonda F fastest time · Top Gear UK
- **April 2004** - Best Car of the Decade: 2nd place · Evo
- **June 2002** - Record Nürburgring homologated cars · Sport Auto
- **2002** - Pagani Automobili: Specialist Manufacturer 2002 · Autocar
- **2002** - Zonda C12 S: Performance Car of the Year 2002 · Car
- **2001** - Zonda C12 S: Car of the Year 2001 · Evo



