
Italdesign at the Turin Motor Show 2024:
from September 13 to 15, Innovation and Design on show at the Royal
Palace of Turin

Moncalieri, September 11, 2024

During its annual Motor Show, Turin becomes a popular showcase and the ideal platform for the celebration of automotive history as well as for the presentation by Italdesign of its latest technology and design innovations. Through its bold, state-of-the-art designs, Italdesign expresses its commitment to innovation, excellence and sustainability.

At this unmissable event for all car enthusiasts, Italdesign will also offer the chance to rediscover models and research prototypes that have helped write over half a century of automotive history.

"The Motor Show is an unmissable event for Turin, for the people of Turin, for us and for all professionals in the industry. And that's not all. We truly believe in it. Breathing in the motoring culture and heritage as we walk through a city that is one of the automobile capitals of the world and being able to experience firsthand the result of the knowledge that comes from our Vehicle Valley and the drive for innovation that supports the local area, is critical for our ability to be competitive and attract business. And for this year's event we haven't held back," explained Antonio Casu, CEO of Italdesign. He continued, "We decided to showcase our latest creation, the Quintessenza, the result of the work of our Design Director, Joaquin Garcia, and his team. We'll be presenting it for the first time in Europe alongside seventeen cars headed for the show and the parades that will take place from Piazza Castello to Piazza San Carlo, along Via Roma and the route designed by Andrea Levy and the motor show's organizing team. The cars will range from city cars to hypercars, from unique research

projects to cars driven on our roads every day. They are cars that turn words and concepts into reality, such as the vision, creation and technical development of the product concept, craftsmanship, expertise and quality of execution in modeling and prototype construction. These are cars that embody our distinctive know-how and are a demonstration of the expertise we've gained over years of research, development and innovation. Every detail reflects our unique identity as Ideneers."

The following Italdesign cars will be exhibited in Piazzetta Reale from September 13 to 15:

Quintessenza®

The latest Italdesign creation, in the spirit of innovation and respect for sustainability, the Quintessenza® has its roots in the four natural elements – earth, air, water and fire – and puts humans at its heart, always the central player of Italdesign designs over its 56 years of history. The show car features a brand-new architecture designed for the new generations and targeted at the global market. It combines the features of a stylish GT car with those of a practical pickup: A dual architecture that blends seamlessly, evident in the proportions, the generous overhangs, and in the bold lines and volumes, which are sporty but above all practical. The large electrically-powered tailgate hinged at the base of the bumper provides easy access to the trunk and two back seats, which can be turned roughly 180° to provide a rear-facing panoramic view, ensuring maximum enjoyment of the passing surroundings. The interior design is inspired by simple lines and sleek surfaces, and, like the exterior design, is driven by a human-centric approach and usability principles. The Quintessenza® features a 150 kWh battery powering three electric motors: One on the front axle and two on the rear. The total power is 788 hp and it can reach 100 km/h in under three seconds with a range of 750 km.

Interesting fact: As well as having a conventional organizer, the wide console that connects the four seats houses a generous refrigerated compartment that can hold a bottle of wine and two glasses. In this case, these are two *Terra* wineglasses designed for Consorzio Alta Langa by the Italdesign Industrial Design Division.

<https://www.italdesign.it/project/quintessenza/>

<https://www.italdesign.it/media-center/>

Asso di Picche in Movimento

The Asso di Picche In Movimento is the anniversary model designed to celebrate 50 years of the Asso di Picche 1973 concept car. This static, see-through model is made of epoxy resin and glossy Plexiglas, and has been painstakingly coated with water-based metallic gray paint with a satin finish and hints of blue. A color which, thanks to its nuances, exudes 'movement' and fluidity. Built on a next-generation platform, this 3-door, 2+2 electric coupé, with no central pillar, features a unique transparent dome that combines the windshield, roof and rear window, providing a bright interior and seamless connectivity between inside and outside for a sense of freedom and an immersive travel experience.

On the sides, the two generously-sized classic doors are characterized by their double-hinge mechanism, which allows the door first to slide forward and then to rotate, thus reducing the volume of the doors themselves and making them easier to open.

The front and rear lights reinterpret the Italdesign logo, with the "D" of the logo becoming a luminous symbol, while modernity, style, finesse and a general perception of improved on-board livability dominate the interior. The dashboard, which echoes the cylindrical feature found on the original Asso di Picche, has become an interface that extends for the entire length of the instrument panel: A lightweight, suspended, ultra-thin rollable screen, which can be rolled up or down as needed. Not all of the basic features are always visible, with a built-in scent synthesizer and audio functions, for an intentionally understated, less noticeable and unobtrusive on-board experience.

<https://www.italdesign.it/project/italdesign-asso-di-picche-in-movimento/>

<https://www.italdesign.it/media-center/>

Caterham Project V

Created by Caterham's Chief Designer, Anthony Jannarelli, and featuring a completely new aesthetic language for the British sports car brand, the lightweight, high-performance and fully electric Project V coupé concept car was produced by Italdesign at its sites in Moncalieri and Nichelino.

The tare weight of 1,190 kg (2+1 configuration) is achieved using an innovative carbon fiber-aluminum composite chassis. Project V uses an electric powertrain, powered by a single 200 kW (272 hp) rear axle-

mounted engine, paired with a 55 kWh USOC lithium-ion battery pack with advanced thermal management and the ability to recharge from 20 to 80% in just 15 minutes using a 150 kW DC fast charger. Accelerating from 0 to 100 km/h in under 4.5 seconds, the Project V reaches an estimated top speed of 230 km/h and offers a target WLTP range of 400 km.

Interesting fact: The color was developed by Italdesign's CMF team. It is a stylish and desaturated shade of green, called ICE FOREST GREEN.

<https://www.italdesign.it/project/caterham-project-v-concept-vehicle/>

<https://www.italdesign.it/media-center/>

Italdesign Automobili Speciali Zerouno

Aimed at collectors and visionary enthusiasts, the Italdesign Automobili Speciali Zerouno is an exclusive car that combines racing car performance with type-approval for road use. Presented at the 2017 Geneva Motor Show, the Zerouno was the first model of the new Italdesign Automobili Speciali brand, with only five units produced. The Zerouno is built on a carbon fiber and aluminum modular chassis, with a 5.2-liter V10 aspirated engine with 610 hp that allows acceleration from 0 to 100 km/h in 3.2 seconds, reaching a maximum speed of 330 km/h. The bodywork, made entirely of carbon fiber, measures 4847 millimeters in length, 1970 millimeters in width and 1204 millimeters in height. The concept of "lightness" guided every stage of the project, from design to production. Designers and engineers worked in parallel according to a simultaneous engineering method developed by Italdesign in the 1960s, to find the right balance between aesthetics and functionality, ensuring that each stylistic choice also met the technical requirements.

<https://www.italdesign.it/project/zerouno/>

<https://www.italdesign.it/media-center/>

Nissan GT-R50 by Italdesign

It was thanks to the Zerouno that Nissan, to celebrate the 50th anniversary of the iconic Nissan GT-R, turned to Italdesign, which was also celebrating its first 50 years in 2018. This is how the Nissan GT-R50 by Italdesign came about, combining tradition and innovation in a unique and exclusive combination, with production limited to only 50 units that could be customized in terms of interior colors, materials and liveries. Italdesign executed the car design, engineering and construction work using advanced development techniques that accelerated the turnaround times

but also offered new scenarios and possibilities in car development. The original interior and exterior design was overseen by the teams at Nissan Design Europe in London and Nissan Design America, with support from Italdesign. The GT-R50 by Italdesign is a complete reinterpretation of the powerful Nissan GT-R Nismo. Its 3.8-liter twin-turbo V6 engine was upgraded to deliver 720 hp and 780 Nm of torque, supported by a BILSTEIN DampTronic® suspension system and Brembo brakes, to ensure top performance on the road and on the track.

<https://www.italdesign.it/project/gt-r-50-by-italdesign/>

<https://www.italdesign.it/media-center/>

WheeM-i

WheeM-i (Wheelchair Mobility Inclusion) is the first smart mobility service designed for wheelchair users, extending the concept of shared mobility. It is a semi-autonomous mobile platform with electric drive, which users can roll onto with their wheelchair and move around a town or city, thus making travel faster and easier. Bookable through an app, the user reaches the nearest hub and gets on board the WheeM-i, returning it to a different hub at the end of the service, making it available to other users. The WheeM-i is equipped with integrated systems that help avoid collisions with stationary or moving obstacles and is designed to help remove architectural barriers. Users can connect using an app on their smartphone, through which they can interact with the device itself, with other users, but also with other forms of transport and with the apps that manage them, thus creating a usable, connected ecosystem.

<https://www.italdesign.it/project/wheem-i/>

<https://www.italdesign.it/media-center/>

Parcour

The Italdesign Parcour is an innovative concept car: Efficient, fast and suitable for any terrain, created to celebrate Italdesign's 45th anniversary. Inspired by parkour, a sport that emerged in France in the 1980s thanks to David Belle and which has become well-known worldwide, the Italdesign Parcour embodies the principles of simple, fast and safe movement. Parkour, practiced by "traceurs", involves adapting the body to the surrounding environment to move as efficiently as possible, characteristics that are also reflected in this car.

The Italdesign Parcour is designed to be versatile and adaptable, thanks to a practical control on the dashboard that allows the driver to choose between four driving modes: Comfort, off-road, winter conditions and high speed on the track. The electronic system adjusts the set-up, the height from the ground and the configuration of the engine according to the selected mode, always guaranteeing maximum efficiency. This 2-seater, all-wheel-drive car is powered by a Lamborghini 5.2-liter V10 engine that delivers 550 hp, allowing acceleration from 0 to 100 km/h in just 3.6 seconds.

Made by Vredestein, the prototype tires, mounted on 22-inch wheels, lift the car according to the selected setting, ranging from 210 to 330 mm.

Interesting fact: The Parcour has covered over 13,000 km so far.

<https://www.italdesign.it/project/parcour/>

2011 Up! Azzurra Sailing Team

The Up! Azzurra Sailing Team is an open, compact and eco-friendly prototype car, designed for marinas around the world. The original design of the Up! is unchanged, with its smooth and appealing lines, but this version is completely open, without doors or a roof. This feature allows the driver and passengers to enjoy the summer breeze, as if they were on a boat. The car's interior uses high-tech and stylish materials, all waterproof and inspired by the finishes of a luxury yacht. These include the blue-white leather seats, various chrome details and a mahogany dashboard with maple inlays, coated with a synthetic resin.

The Up! Azzurra Sailing Team is not only a prototype, but also represents a marriage between the quality of Italian yachts and the precision of German cars, creating a vehicle with a decidedly Mediterranean character.

<https://www.italdesign.it/project/up-azzurra-sailing-team/>

Ford Mustang concept

The Italdesign Mustang concept car is a modern reinterpretation of Ford's pony car. Based on the fifth-generation Ford Mustang, it debuted at the Los Angeles International Auto Show in 2006. To accelerate the construction of the prototype, a carbon fiber structure was prepared including the entire rear and seats; the car was then completed with the two carbon fiber scissor doors, the engine compartment and the front-end components: Bumper, fender and vertical windshield. A strong point is the continuity of the shape between the windshield, roof and rear windows thanks to the

single curved glass panel: For the roof part, a special type of glass was used that offers 100% protection from UVA rays and ensures visual continuity while protecting the vehicle occupants from overexposure to the sun. The taillights, comprising three separate elements, mark a return to its roots, echoing the design on the first Mustang, the 1964 version, but reinterpreting it in an arrow shape, with a larger external element and a smaller internal one. As for the interior, Ford gave Italdesign carte blanche as long as the concept used a standard mechanical system with Brembo brakes and the chassis developed by Ford Racing. Ford gave Italdesign a 4.6-liter V8 Mustang GT engine supercharged by Whipple/Ford Racing, boosting it to reach 500 hp.

Interesting fact: The Italdesign Ford Mustang involved 30,000 hours of development work.

<https://www.italdesign.it/project/mustang-by-giugiaro/>

Volkswagen W12 Nardò

The VW W12 concept was an important engineering experiment. A 2-seater coupé with gullwing doors, curved glass windshield and an innovative, centrally positioned 12-cylinder engine in W configuration, to be configured with Volkswagen's Syncro all-wheel drive system. The objective was to test the VW Group's new large flagship engine on a non-production car.

On October 14, 2001, an evolution of the first model dating back to 1997 was brought to the Nardò Ring in Puglia to set some speed records, and on February 23, 2002, the mighty W12, with a cubic capacity of 6.0 liters and a power of 600 hp and 621 Nm of torque, enabled the W12 Record concept car to cover 7740,576 km in 24 hours at an average speed of 322,891 km/h, setting 7 world records and 12 category records, still unbeaten today.

<https://www.italdesign.it/project/w12-nardo/>

Touareg

Inspired by the desert, the Touareg is an off-road vehicle, without any unnecessary elements.

It has a tubular steel structure with hi-tech joints, designed to protect the driver and passengers under all conditions. The various body panels can be fixed to the tubular structure with simple bolts for quick and easy maintenance. Depending on the use, the panels can be made of materials

such as steel mesh, perforated aluminum, plastic or glass. The engine, equipped with a normal carburetor, has been designed with traditional wiring that is easier to repair under extreme environmental conditions, without the use of complex electronic systems. The concept car does not have heating or air conditioning systems; however, the roof, designed to provide protection from the sun, promotes natural air circulation. A perforated hood on one side helps with cooling and gives a glimpse of the classic GM 6-liter, 8-cylinder 250 hp engine.

The innovative lighting uses a single type of lamp for the front, rear (painted red) and additional lighting, mounted on a roll bar, creating a versatile and practical system.

Interesting fact: For his 80th birthday, the famous photographer Helmut Newton asked for a replica of the Touareg.

<https://www.italdesign.it/project/touareg/>

Biga

The Biga is a compact, eco-friendly electric car, designed specifically for traffic in the historic centers of large cities. Presented at the Turin Motor Show in 1992, the Biga represents the realization of a theoretical design submitted by Giorgetto Giugiaro at the 1989 "Les Assises Mondiales de l'Automobile" in Paris on the theme "What cars for the year 2000?"

Designed as a practical and eco-friendly alternative mobility solution, the Biga is the result of a careful analysis of financial, environmental and social factors. It is not a futuristic or complex prototype, but a car reduced to the essentials and ready for mass production.

With the growing need to restrict private car access to historic town centers, the Biga is designed to respond to these new regulations. It is part of a broader city traffic management project. Users can access the car using a registered personal card, which allows them to take a Biga from a designated parking space, drive it and then park it in another reserved space. The Biga is a minimalist car: Every unnecessary feature has been eliminated. The bodywork, made using special steels, guarantees lightness and strength. The interior is designed as a cube to accommodate the driver and three passengers, or the driver and a passenger in a wheelchair by flipping up a side bench. Access is via a single tailgate at the rear, exactly like on a Roman chariot, known as a biga, making it easier to park and for passengers to get out directly onto the sidewalk. The Biga is about 2 meters long and 1.5 meters wide and is equipped with a hybrid system comprising

a diesel engine and an alternator that recharges the batteries, offering a practical and innovative urban mobility solution.

<https://www.italdesign.it/project/biga/>

BMW Nazca C2

The Nazca C2, presented at the Tokyo Motor Show in 1991, is a true racing car. Equipped with a carbon fiber chassis and body, compared to the Nazca M12, the first model in the Nazca project that also has a spider configuration, the C2 features a BMW 5-liter 12-cylinder engine upgraded from 300 to 350 hp, thanks to a development by Alpina, and a lightening of the body giving a total weight of 1000 kg. The sleek, stylish spirit of the M12 remains unchanged, but is racier with a widened wheel track, redesigned front, lowered front spoiler and three rear spoilers to keep the car firmly glued to the road.

To optimize and reduce the overall weight, the seats are made of Group C carbon fiber.

Interesting fact: The C2 could be driven virtually thanks to its inclusion in some PC and PlayStation video games, in particular in Need for Speed II: SE and Need for Speed III: Hot Pursuit.

<https://www.italdesign.it/project/nazca-c2/>

DMC 12 DeLorean

Made famous all over the world thanks to the "Back to the Future" trilogy, the DeLorean DMC-12 is an ambitious design for an economical 2-seater coupé with gullwing door. Collaboration with the DeLorean Motor Company began in 1974, when John Z. DeLorean, former GM Vice President, and William Collins, DMC President, created a project for a 2-seater with rear engine.

Intended almost exclusively for the American market, the DMC-12 had to be inexpensive, but at the same time immediately recognizable. For this reason, the bodywork was in unpainted brushed steel and equipped with gullwing doors, a feature previously seen only on the 1954 Mercedes 300SL. The name chosen for this car hints at the sale price, set at \$12,000 (a figure that would later be greatly increased). Some details are reminiscent of the Maserati Medici I and the Hyundai Pony, two Italdesign designs that John Z. DeLorean noticed at the Italdesign stand at the Turin Motor Show in 1974 and that inspired him to choose Italdesign for the design of his new car.

Interesting fact: When “Back to the Future” (Robert Zemeckis, 1985) came out in US cinemas in 1985, leading the DMC-12 to eternal fame, production of the car had already stopped due to the financial crisis that had hit the DeLorean, which in the meantime had transferred to Northern Ireland, after only 8583 units had been produced.

<https://www.italdesign.it/project/dmc-12/>

Fiat Panda 4x4 Strip

Versatile, sleek and youthful, the Panda Strip is an ideal off-road vehicle for leisure, mountain and beach trips, and even for work.

Based on the mechanics of the Panda 4x4, produced starting from 1983, the Strip enhanced the versatility of the Panda design.

The windshield is hinged and can be attached to the hood, the door post becomes a central roll bar, while the rear platform is completely removable.

A covered version is also available with a canvas roof. The front seats consist of a tubular and fabric structure, while the identical rear seats are removable, and in the covered version can be replaced with two longitudinal benches seating four people.

<https://www.italdesign.it/project/panda-4x4-strip/>

Asso di Picche

Starting from the chassis and mechanics of the Audi 80, at the request of the Karmann body shop, a 2+2-seater sports coupé was created, for small-scale production.

The dominant shapes on the Maserati Boomerang prototype, the trapezoids, were reproduced here to create a striking visual impact. Compared to the Audi 80, the rear overhang on the Asso di Picche was shortened, while the front overhang was increased to give more momentum to the car and, for the first time, featured a front bumper that was not purely functional, but integrated into the line of the body.

Significant attention was also paid to the interior: The dashboard was designed as a cylinder, creating an innovative approach for future set-ups. The Asso di Picche would certainly go on to influence the design of the Lancia Delta, presented in 1979: The surface finish was the same, as well as the transverse section. The Lancia Delta would become the first mass-produced car with integrated bumpers painted the same color as the bodywork.

<https://www.italdesign.it/project/asso-di-picche/>

Lotus Esprit

Designed by Colin Chapman, President of Lotus, the Lotus Esprit is a supercar that has become an icon of the British brand. It all started when Chapman asked Italdesign to design a new supercar. The first tests in the wind tunnel with a 1:4 scale model did not go to plan: The drag coefficient (cx) was 0.34, a result that did not satisfy Chapman, who decided to suspend the project. But Italdesign continued to work on it and created a 1:1 scale model that was presented at the 1972 Turin Motor Show.

When Chapman saw the model, he was won over and decided to restart the project. And so the Esprit was born, with 1,700 units produced from 1975, characterized by a new technology for plastic materials. The design of the Esprit was reminiscent of the lines of the Maserati Boomerang prototype, but with a softer, more fluid touch. Particularly daring for the time was the windshield, tilted at 18°. Mass production of the Esprit proved that a solution deemed futuristic by glassmakers was, in fact, achievable.

Interesting fact: The Lotus Esprit S1 is known to the general public for its appearances in the Bond franchise and the film *Pretty Woman*. It is James Bond's car in *007 The Spy Who Loved Me* (Lewis Gilbert, GB 1977), where Roger Moore also drives a "submarine" version, and also appears in some scenes in *For Your Eyes Only* (John Glen, 1981).

<https://www.italdesign.it/project/esprit/>

Italdesign

Press Office

pr@italdesign.it



This email has been sent to you
because you are on our contact list.

Italdesign Giugiaro S.p.A.

The data was collected through the
Italdesign Giugiaro S.p.A. websites,

Registered office
via San Quintino, 28, Turin, Italy
Headquarters

from product presentation events
and via direct telephone contact.

Via Achille Grandi, 21/25 Moncalieri
(TO), Italy

To unsubscribe, [click here](#)