



PAGANI AUTOMOBILI S.P.A.

VIA DELL'ARTIGIANATO, 5 - 41018 SAN CESARIO SUL PANARO - MODENA - ITALY  
tel. +39 059 4739 205 - fax +39 059 927377 - www.pagani.com

*Sonus faber*<sup>®</sup>  
Fine Sounds Group

## Pagani and Sonus faber announce partnership with the introduction of an exclusive premium high-end audio system for the new Pagani Huayra

Geneva, Switzerland, March 4<sup>th</sup> 2013

Renowned high-end luxury audio speaker manufacturer **Sonus faber** and sports car manufacturer and design atelier **Pagani** have developed in co—design an exclusive premium high-end audio system for the Pagani Huayra. This achievement marks the first step of a partnership between two iconic Italian brands.

The Pagani vehicles have always been known for their every day car capabilities, despite the performance they regularly demonstrate on the world's most prestigious racetracks. The Pagani Huayra has been praised for its smooth supple ride, light cabin interior and confidence inspiring handling. Creating a high-end audio system that would improve on both extremes of this two-sided nature was a challenge for the expert audio engineers at Sonus faber and the creative team at Pagani.

### Technical specifications

Sonus faber has transcended its music reproduction skills for this supercar challenge. From the immutable harmony of interiors to the rhythm “on the road”, a set of new paradigms has been created.

Power versus featherweight, is the leitmotiv. New, innovative, Carbon cones have been developed, marrying extreme rigidity to lowest weight, inspired by the Carbo-Titanium nature of Huayra. Neodymium magnets are used throughout for highest performance and lightest weight possible.

### AWARDS

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February 2011: Zonda R: Stig's test Track Fastest Lapttime: 1:08.5  
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Reverberating the car extreme performance, the new Sonus faber audio system provides an amplifiers' structure which delivers a total amount of 1.200 Watt power output, tripling the performance available in the Huayra 's standard sound system.

When the mighty AMG V12 engine is not singing the song of power, a Digital Sound Processor creates a refined atmosphere where both driver and passenger can enjoy hearing a rich sound experience not normally expected in a hypersports car. In full Pagani tradition the aim is to stir the emotions of the passengers every single moment. The DSP allows the whole system sound to be "tailored" to the customer's own musical taste under his request, configuring the Huayra cabin into a concert hall, stadium, or whatever environment the Pagani owner seeks.

The baskets of the bespoke speaker units follow the technology developed for the most extreme Sonus fabers loudspeaker systems, such as Aida and "The Sonus faber" itself, with a vibration-free CNC made hybrid avional/gunmetal structure: a geometry which has been calculated to damp natural resonances of the two materials, creating a virtually ideal speakers' chassis for the purest sound reproduction. The speaker diaphragms are made in a special ultra light carbon fibre optimized for acoustic applications providing this way synergy between rigidity and damping.

Horacio Pagani, chief designer and CEO of Pagani Automobili:

*"We are glad for this important partnership and, to use an audiophile term, the harmony between the two brands could not be better. Sonus faber creates musical pieces of art for a very exclusive market of sophisticated customers. The technology, craftsmanship and attention to details is what made us very happy to see their interpretation of a high-end sound system for our Huayra. We hope our customers will be as surprised as we were when we first experienced the depth and richness of this audio system."*

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Mauro Grange, CEO of Sonus faber:

*"It is an honor to work with Pagani, as the Huayra stands for timeless design and performance, values that Sonus faber has always cherished when designing its speakers. Our engineers have faced the demanding and special requirements of an automotive application with a no-compromise attitude and we are pleased to have contributed with a state-of-the-art sound system for an automotive icon."*

## Pagani Automobili SpA

Pagani Automobili S.p.A. is an Italian Supercar manufacturer. The company was founded in 1991 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."

At the forefront of advanced composite materials technology the company has built some of the world's fastest supercars with the Pagani Zonda and Pagani Huayra.

In its young history, the automotive, lifestyle and luxury media, opinion leaders and enthusiasts all over the world repeatedly praised Pagani Automobili. Numerous awards and records justify this reputation as the Pagani Zonda won the first EVO car of the year in 2001 with numerous awards to follow. Over the years the Zonda evolved into an icon, a car that has become a collector's item. The new Pagani Huayra, launched in 2011, is already earning it's own iconic status, having won the three most prestigious European Car of the Year awards in 2012. On top, of that the Stig (Top Gear's mighty racing driver) lapped the famous Top Gear test track in an astonishing 1:13.8 min; making the Pagani Huayra the fastest road car ever to appear on the BBC Top Gear TV show.

For more information visit [www.pagani.com](http://www.pagani.com)

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## Sonus faber SpA

Sonus faber, or better "handmade sound", is the successful attempt, in continual evolution, to create the perfect blend of advanced technology, refined design and skillful craftsmanship.

Since its beginnings in 1983 as a small artisan to the creation of the headquarters in Arcugnano (VI) Sonus faber still continues to be the cradle of a Made in Italy, innovative and full visions and at the same time aware of the solid roots that characterize its history of craftsmanship.

The spirit with which these wonderful Musical instruments are designed has always been that of a perfect combination between traditional craftsmanship and advanced research, aimed at the satisfaction of listening and service to the purity of the sound. With these objectives in mind Sonus faber continues to invest in its laboratories, in human resources and in the use of the best materials available. This detailed care, product innovation and a passion for music that involves everyone in the company create the recipe for success of Sonus faber.

We believe it is important to stress that Sonus faber is in excellent health, with over 35 employees and many collaborators, a strong presence in worldwide markets (over 45 countries in total) and subsidiaries in the United States (Sumiko Audio), and Hong Kong (Sonus faber Asia Limited) aimed at the growing Chinese market.

Today Sonus faber is part of the product portfolio of the Fine Sounds Group, the holding company that owns Audio Research, Wadia Digital and McIntosh Laboratory.

With these important acquisitions, a result of the entrepreneurial project of Dr. Mauro Grange (CEO of Sonus faber and Fine Sounds Group), Sonus faber, along with its American sister companies, is the world's largest group in the high-end sector, namely in the market of that most sophisticated and prestigious acoustic speakers and audio electronics.

For more information visit [www.sonusfaber.com](http://www.sonusfaber.com)

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