



PAGANI AUTOMOBILI S.P.A.

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NEW PAGANI DEALERSHIP OPENING IN SOUTH KOREA

Seoul, South Korea, December 1st 2019 - The Italian Hypercar manufacturer, Pagani Automobili and its new partner, ASC from the Hyosung Group, are proud to launch the Pagani Huayra Roadster model in Seoul, South Korea.

Pagani Automobili's Founder and Chief Designer, Horacio Pagani visits Korea for officially launching his creation, and currently production car, the Huayra Roadster, and presenting the brand's philosophy: *"Pagani Automobili is the Atelier where Hypercars are tailored around the client's dreams. For us, having a new Home in South Korea is an unrepeatable chance for reaching the refined clients of this region, who are increasingly interested in tailor-made vehicles. ASC is a leading car company in South Korea, with them we share some core values, and that makes them the ideal business partner in this country!"*

ASC and Pagani are completing the first official Pagani Showroom and Service Center in Seoul. The workshop will embody the authentic Pagani design with the original Horacio Pagani-signed furniture so to make regional clients breathe the atmosphere of the Atelier and provide them already with excellent after-sales services, just as that of the Italian Headquarters.

ASC was selected not only for being one of the most outstanding South Korean car dealers but mostly for sharing some core values with Pagani Automobili. ASC representative, Danny Lee: *"It is an honour to introduce Pagani into this territory and finally meet the needs of Korean customers who continue looking for more exclusive automobiles. Beyond selling the cars, we will do our best to satisfy our customers with a variety of programs that can share Pagani's unique brand value and sensibility."*

AWARDS

2018 · Horacio Pagani: Honoris Causa Degree in Vehicle Engineering
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 Lapttime: 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 Lapttime: 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 Lapttime: 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
Palme d'Or · Zonda F: best supercar 2005 · Sport Auto F
November 2005 · Nürburgring Nordschleife Lapttime: 7'32" · Sport Auto
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
Pagani Automobili: Specialist Manufacturer 2002 · Autocar
Zonda C12 S: Performance Car of the Year 2002 · Car
Zonda C12 S: Car of the Year 2001 · Evo

