



MEDIA RELEASE

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ARES DESIGN PARTNERS WITH BILLIONAIRE LIFE VENUES

- ARES Design to supply bespoke vehicles to the Billionaire Life venues.
- Collaboration to start from July 1st
- Individually crafted Land Rover Defenders Cabriolets to sport unique styling

Luxury Italian coachbuilder ARES Design has announced a wide-reaching collaboration with entertainment group Billionaire Life venues. The Modenese atelier will supply a fleet of ARES Land Rover Defenders Spec 1.2 Cabriolets to the group's luxury restaurants and nightclubs throughout Europe and the Middle East.

The Billionaire Life is the leading curator of luxury dining, entertainment experiences and indulgent living. Founded in Porto Cervo, Italy, in 1998 by F1 legend Flavio Briatore, Billionaire Life rapidly established its position in the elite entertainment and hospitality world in iconic gateway capitals and luxury leisure destinations in Europe, United Kingdom, Middle East and Africa.

Starting from July 1st, the Billionaire Club in Porto Cervo, Dubai and Riyadh, Crazy Pizza in Porto Cervo and Monte Carlo, Twiga in Monte Carlo and Forte Dei Marmi and Cipriani in Monte Carlo will take delivery of an individually built ARES for Land Rover Defender Spec 1.2 Cabriolet.

A second reiteration of the timeless classic from the Modena-based coachbuilder, the Land Rover Defenders Spec 1.2 cabrios sport a high level of customisation with personalised handcrafted features. Each Defender's livery and style emulates the eye-catching designs, colour palettes, and trims of each of the exclusive lifestyle venues and will be on hand to offer the group's VIP clients a bespoke shuttle service.



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ARES Executive Chairman Dany Bahar commented: “This is a really fun partnership for us and we are naturally delighted. Each vehicle is specifically designed to complement the individual brands and exhibit the finest Italian coachbuilding skills and craftsmanship. I have known Flavio for many years, and it is great to work with him and his team on new and fun projects which create exciting opportunities for ARES to showcase its creations to Billionaire Life venues discerning clientele.”

Flavio Briatore commented: “I am delighted to join forces with my old friend, Dany Bahar, as we forge a strong partnership between ARES and Billionaire Life. Our two companies share the same vision of style and innovation and aspire to the same standards of excellence. The ARES Defenders are entirely customized to suit our brands: Billionaire, Twiga, Crazy Pizza and Cipriani Monte Carlo, and will bring a new excitement to all our venues across Europe and the Middle East, and an addition to the exclusive service we offer to our clientele.”

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ARES, ENGINEERS OF EMOTIONS

ARES' unique facility delivers a new level of design, development, manufacture and sales of coach-built and unique cars in the heart of Italy and through an expanding global network of studios. The advanced 23,000 m² ARES facility in Modena opened in January 2018. In bringing all facets of coachbuilding under one roof, immediately set a new global standard for the design, development, production and handover of bespoke, personalised and unique cars.

ARES Chairman Dany Bahar, along with his long-term Dubai-based business partner and ARES co-founder Waleed Al-Ghafari, founded ARES and spotted the opportunity to move the coachbuilding business to another level of service by developing the world's first 'concept-to-creation' coachbuilding facility. Together they attracted a group of experienced and passionate multinational shareholders.

For the first time, every aspect of bringing automotive dreams to reality takes place under one roof rapidly and to an extremely high level of quality. It is a unique combination of luxury car brand resources with artisan principles and skills. Merging traditional Italian craftsmanship values with the advanced ones, ARES realises the dreams and visions of enthusiasts creating one-off, unparalleled vehicles, impossible to obtain elsewhere. To this end, a shared creative experience that aims at providing a completely tailor-made product. This is the ultimate answer to the ongoing demand for customisation and the desire to stand out from the crowd of our own time.

For more information, please contact:

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