
Italdesign Quintessenza @CES 2025

The second stage of Quintessenza's U.S. journey is just around the corner! To underline its commitment to the American market, supported by the Italdesign USA operating subsidiary in Bloomfield Hills, Mich. in the Metro Detroit area, Italdesign returns to the United States with Quintessenza®. After enchanting the public at the prestigious Pebble Beach Concours d'Elegance in August 2024, the show car is preparing to amaze once again in Las Vegas, this year from January 7 to 10, at CES– the global trade fair that brings together the entire world's technology landscape.

Quintessenza: Italian innovation at CES 2025. Quintessenza is not just a show car, but a true ambassador of the services that Italdesign offers to its clients all over the world, thanks to its almost 60 years of experience in the field of advanced and sustainable mobility, as well as the research it continues to conduct. By combining the dynamic power of an Italian style GT with the versatility of a pickup, Quintessenza offers its four passengers an original design and functionality experience. The ability to rotate the rear seats 180 degrees promises an unforgettable panoramic and 'stargazing' experience. For the event in Las Vegas, Quintessenza will show off the latest generation of in-wheel motors from Elaphe, a leading company in zero-emission powertrains and propulsion systems.

A design that combines technology and nature. Quintessenza's design harmoniously blends technology and human-machine interaction, incorporating elements of nature to create a unique bond between the car's occupants and the outside world. The redefinition of electric propulsion by Elaphe, together with the innovative materials and technologies linked to nature used both inside and outside – Bcomp's linen fiber for the exterior and interior elements, Fili Pari's soft marble powder fabric for the dashboard and door panels, Stoll Italia's 3Dknit technology to reduce material waste, and Hero Flooring made with Nike

Grind Rubber from recycled sports footwear – everything contributes to making Quintessenza a sustainability champion.

Fabrizio Mina, CEO of Italdesign USA: *"Having an operational headquarters in Michigan is essential to effectively support our American customers. This local presence allows us to respond promptly to their needs, and to provide a personalized and high-quality service to the large industry or startups wishing to enter the automotive sector."*

A unique emotional experience. *"Quintessenza is a testament to our ability to innovate, our technological potential and the end-to-end solutions we are able to offer since 1968. It creates a unique emotional experience, giving to the visitors the opportunity to see and interact with a vehicle that tomorrow they could be able to see on the streets of their city or, even better, use with their family to observe the world around them, creating long lasting memories,"* Fabrizio Mina said.

See you at the ITALDESIGN Exhibit – booth No. 10529, LVCC North Hall - CES

Las Vegas, January 7-10, 2025

Download the complete Italdesign Quintessenza@CES 2025 press release available from January 7th, 2025, at 4pm CET / 7am PST / 10am EST at the following link:

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

Gary Fong
North American media relations
gfong@bumpercomm.com
+1 678-772-8385

Franco Bay
Italdesign Head of Communications & PR
franco.bay@italdesign.it
+39 333 7897749

Italdesign
Press Office

pr@italdesign.it



This message has been sent because your address is registered in our mailing list.

Italdesign Giugiaro S.p.A.

Data have been collected through Italdesign Giugiaro S.p.A. website, event and/or direct contact.

Registered office
via San Quintino, 28 Torino, Italy

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

To unsubscribe, [click here](#)