

Honda NSX Tribute by Italdesign:
a forward-looking homage to heritage and progress

Tokyo Auto Salon 2026 – Jan. 9–11
North Hall 11, Booth 1102

- Italdesign and Japan: a cultural dialogue that has blended shared values and innovative visions since 1968.
- Tokyo Auto Salon 2026: the ideal stage to celebrate a brand and a model that symbolize engineering excellence and passion.
- Makuhari Messe, January 9–11, 2026, North Hall 11, Booth 1102
- Honda NSX Tribute by Italdesign: a philological homage to an icon of performance, reliability, and usability, reinterpreted in a contemporary key through a tailor-made few-off project, curated end to end by Italdesign.

Italdesign and Japan: a bond of inspiration and innovation. Since 1968.

Since its foundation, Italdesign has found in Japan an inexhaustible source of inspiration: for its technological leadership and for a cultural dialogue that unites shared values.

The harmony between tradition, enhancing identity, and innovation, with its visionary insights; the fusion of aesthetics and efficiency, in pursuit of clearer function and essential beauty; the culture of precision and attention to user experience, for a refined and natural interaction: these are the principles that have guided this relationship for decades.

A key role in this bond was played by Hideyuki Miyakawa, the architect of a cultural bridge that consolidated Italdesign's

reputation in the Land of the Rising Sun and opened the way to new opportunities and significant projects.

The baton passed by Hideyuki Miyakawa has long been carried forward, with professionalism and awareness, by Italdesign's people, who continue to nurture and renew that cultural and technological dialogue begun almost sixty years ago.

Today, that legacy translates into a project that fuses Japanese engineering rigor with the distinctiveness of Italian design.

Three milestones, one celebration.

Honda has written memorable pages in the history of automotive and innovation. From its first triumph in Formula 1, to the birth of a sports legend, to consecration in endurance racing:

- **1965 – Mexican Grand Prix:** Honda claims its first Formula 1 victory.
- **1990 – NSX debuts at the Chicago Auto Show and becomes a sports icon.**
- **1995 – At the Circuit des 24 Heures du Mans, Circuit de la Sarthe, NSX wins in GT2 class: first absolute victory for a Japanese team and car.**

Each milestone marked a step forward toward excellence. **Three anniversaries in 2025 that Italdesign celebrates with an exclusive project at Tokyo Auto Salon 2026, Makuhari Messe, January 9–11, North Hall 11, Booth 1102.**

NSX Tribute by Italdesign – The Project

The result of a strategic partnership between Honda, symbol of Japanese engineering excellence, and Italdesign, one of the few one-stop shops in the automotive world offering integrated vertical services in creativity, engineering development, and

production, the NSX Tribute by Italdesign represents a new chapter in a success story.

Officially recognized by Honda, it is a philological homage to an icon of performance, reliability, and usability. It distills its essential values and translates them into a contemporary, tailor-made few-off project, curated end to end by Italdesign, from styling to engineering, through to ultra-limited series production.

"The Honda NSX was a bold model, a true game changer in the supercar segment that transformed from a visionary concept into a market-ready sports icon," notes Joaquin Garcia, Head of Design at Italdesign. *"At Italdesign we have all the expertise needed to turn bold ideas into tangible realities and bring visionary projects to ultra-limited series. This tribute is no exception and looks forward. It is not a restomod, nor a purely nostalgic exercise: it is the will to merge memory and innovation, advanced technology and artisanal excellence in a model that preserves the original racing DNA, together with the Italian character of the exterior forms, to which we have added contemporary styling and engineering solutions,"* he concludes.

NSX Tribute by Italdesign – The Design

The NSX Tribute by Italdesign stands out for its immediate dual reading of the body.

The upper section in Championship White NH0—a clear reference to the NSX-R version of the first generation—is pure emotion, while the lower area, with glossy black surfaces, is technical and racing-oriented.

The front end is the model's calling card and, recalling tradition, expresses Honda's strong and instantly recognizable identity through the shape of the letter "H": not a literal reproduction, but an evocation of the brand symbol, which returns on this tribute with the original red NSX-R emblem.

"We worked on the musculature of the car to give tension and dynamism, while maintaining the purity and cleanliness of the original lines," comments Cristiano Fracchia, Senior Exterior Designer at Italdesign. *"We reintroduced the low, sleek proportions of the original model, with a sloping hood and a completely black greenhouse that lightens the silhouette and accentuates sportiness. At the front, the headlamp clusters are set in a glossy black fairing that emphasizes the car's 'gaze,' creating contrast with the surrounding surfaces, adding depth and reinforcing the perception of precision and sportiness. The eyelids replace the pop-up solution of the first generation and are treated stylistically with a contemporary language."*

On the side, the car expresses power and speed, combining functional aesthetics and cutting-edge technology. The sculpted white surfaces contrast with the glossy black skirts, wheel arches, and roof. The C-pillar is covered by pronounced floating fins that conceal air intakes for engine cooling. Yokohama tires and wheels—19" at the front and 20" at the rear—significantly enhance the racing look.

Every exterior component of the NSX Tribute by Italdesign is the result of rigorous study, where technical functions blend with aesthetic character.

"Our goal was to give the car an even more technical and performance-oriented character. We studied every aerodynamic appendage: spoilers, diffusers, skirts, extractors. Everything was designed to maximize performance without sacrificing expressiveness. The roof air intake is a clear reference to the one on the NSX-R GT version, a highly advanced engineering solution for its time and an integral part of the sophisticated aerodynamic management system," concludes Fracchia.

"At the rear, the distinctive feature is the reinterpretation of the historic spoiler," explains Gaspare Conticelli, Senior Exterior Designer at Italdesign. *"The floating ring of the NSX, which*

improved high-speed stability, becomes a continuous, suspended, elegant, and functional visual element that expresses lightness and dynamism. The rear light clusters are not framed by a fairing as at the front but emerge individually from the black background. The underlying hot-air diffuser features functional grooves that recall the treatment applied to our recent concepts."

Inside, the philosophy is clear: intervening only where necessary, without distortion, aiming on one hand to refine a design inspired by the first NSX, and on the other to achieve a product close to production.

The inspiration comes from the double cockpit of the first generation, reinterpreted with a modern approach *"and with elements that embrace driver and passenger, creating connection and continuity,"* comments Alessandro Trombin, Senior Interior Designer at Italdesign. *"The insertion of elements running from the dashboard to the vents, defining the link with the door panel, creates sophisticated components inspired by Formula 1 single-seaters and contributes to generating continuity and a sense of wraparound."*

Subtle details, such as the small helmet on the dashboard, the number 12, or the Honda script, are references to Ayrton Senna, designed for those who know the story.

NSX Tribute by Italdesign – Exclusivity

"For us, the Honda NSX Tribute by Italdesign is an extraordinary project that embodies the spirit of innovation, the pursuit of exclusivity, the exaltation of craftsmanship, and respect for tradition that have always driven our company," says Andrea Porta, Business Development Manager at Italdesign. He continues: *"Tokyo Auto Salon is the ideal stage to strengthen our connection with Japan, with young people, and with tuning culture. Here you breathe true passion for the automobile, and it is the perfect context to pay tribute to this model that made*

history. In 2025, there were three significant NSX anniversaries: 60 years since Honda's first F1 victory, 35 years since the first NSX launch, and 30 years since the Le Mans win. Three milestones we wanted to remember and celebrate. The NSX Tribute by Italdesign project is primarily a tribute to Honda, which we thank for the opportunity granted to us, and secondly to one of the most iconic Japanese cars—the first to dare challenge European supercars both stylistically and in performance. Our strictly limited series will be produced exclusively in right-hand drive and will be aimed at demanding clients engaged in a one-to-one journey: from prospects passionate about design and JDM philosophy, seeking clean aesthetics, ergonomics, and engineering precision, to enthusiasts of '90s icons eager for authentic driving sensations, to hypercar lovers who appreciate a harmonious dialogue between tradition and progress. Each example will represent the fusion of heritage and cutting-edge engineering. Our NSX Tribute by Italdesign is a celebration and a statement of intent”.

Special Thanks:

- Mr. Hiro Car Studio
- Yokohama tires – Advan/Yokohama rims

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