



Moncalieri, April 6, 2023.

## **GFG Style for Laffite Automobili**

**Thanks to the creative soul of Fabrizio Giugiaro, GFG Style creates five new electric hypercars (three specific architectures, plus two other evolutions) for Laffite Automobili.**

*On **May 3, 2023**, on the occasion of the Formula 1 Grand Prix in Miami, five new electric hypercars will be unveiled that will make history, opening a new chapter in the automotive industry.*

Fabrizio Giugiaro: "We enthusiastically embraced Bruno Laffite's dream, and we dedicated ourselves to it with conviction, energy and above all care, the one that is essential to address to childhood dreams. So much so that we managed to complete an incredible feat, a real challenge against time: **designing and building five dream cars in less than six months**".

"When you grow up in an environment where motor racing is your daily bread, where the Formula 1 tracks are the roads you know best, your passion for speed and cars is born spontaneous, and can only be nourished by the over the years, shaping your DNA" – continues Fabrizio - "Bruno Laffite, grandson of Jacques, Formula 1 driver between 1974 and 1986, and driver himself, among the best of his generation, turned to us at GFG Style to give life to his dream: **to make racing cars but homologated for driving on the road**".

The choice of Bruno Laffite has rewarded our being an independent and established style center, whose creative souls, Fabrizio and Giorgetto Giugiaro, are two of the most important designers in the world, but we believe that the preference fell on us also for the our ability on the one hand to conceive a design that aims at functionality and innovation, and on the other hand to shape an identity, to provide consistency and impact to a new brand, which we are sure will grow and make itself known in the coming years.

We can't wait for May 3, 2023, when, on the occasion of the Miami Formula 1 Grand Prix, together with Bruno Laffite we will unveil **the five new electric hypercars (three specific architectures, plus two other evolutions)** that will make history opening a new chapter in the automotive industry.

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### **GFG Style**

**GFG Style** was born in 2015 from the extraordinary experience in the field of car design of its founders, Giorgetto and Fabrizio Giugiaro. Giorgetto is known all over the world as one of the most successful designers in automotive history. Fabrizio has been active in car design, industrial design and the planning and development of car interiors and exteriors for public and private clients for over 30 years. They have been directly responsible for creating over 300 standard production models and more than 200 research prototypes for numerous different manufacturers.

<https://www.gfgstyle.it/company.html>

#### **For further informations:**

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