



**The VISION 2030 HYPER SUV designed by Fabrizio Giugiaro is the star of the 7<sup>th</sup> edition of the Venice Hospitality Challenge – October, 17<sup>th</sup> 2020 – and guest car of the new format “1000 Miglia Green”, from the 21<sup>st</sup> to the 25<sup>th</sup> of October 2020.**

**Venice Hospitality Challenge** is the only regatta in the world running in a city circuit, and it is also the first regatta in the world where a **full electric concept car, the Vision 2030, is being used as a competition buoy**, set on a barge in the Giudecca canal.

What do the maxi sailing yachts taking part to the competition and the **Hyper SUV designed by Fabrizio Giugiaro** share? **The zero-emissions and the extreme performances**. On a side the boats pushed by the wind, having to face complex maneuvers in a canal measuring less than 250 meters in its narrowest point, on the other one a **full electric vehicle, able to adapt to every kind of ground and produce high-level performances**, inspired by Saudi Arabia geography and by its **radical ecological conversion project**, titled “Vision 2030” precisely. A car embodying in a futuristic way the challenge for a sustainable economy, in one of the cities that cares the most about environmental impact and climate change.

The Vision 2030 is then testing its features the following week along the way of the legendary 1000 Miglia, starting October, 22<sup>nd</sup> in Brescia, as **the guest car of the new format “1000 Miglia Green”**. Personally driven by Fabrizio Giugiaro, the Hyper SUV is going to be **the first full electric vehicle to face a more than 1800 km long challenge**, becoming an ambassador of the deep change going through the automotive industry and engaging more and more also competitions and events, as witnessed by “1000 Miglia Green” and “Green Talk”, the conference organized by 1000 Miglia S.r.l. dedicated to electric mobility, taking place October, 21<sup>st</sup> **in the frame of the important 1000 Miglia automotive show**.

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**VISION 2030** is the Hyper Car All Terrain designed by Fabrizio Giugiaro, dedicated to Saudi Arabia and presented in 2019 at Ryad Motor Show.

The “2030” is, indeed, completely inspired by the “Vision 2030” project that the Arab State is pursuing, with the aim of radically accelerating the country’s green transformation. «Saudi Arabia asked us to design a model that would perfectly adapt to their region, made up of completely new and decidedly wide roads, but also of deserts with dunes and rough terrains», explains Fabrizio Giugiaro. For these reasons, this car has been designed to make it able to travel in a high- performing electric mode both on motorways and desert dunes.

<https://www.gfgstyle.it/vision2030.html>

Video link: [https://www.gfgstyle.it/img/media/2020-10-16/Vision2030\\_Ottobre2020\\_HiRes.mp4](https://www.gfgstyle.it/img/media/2020-10-16/Vision2030_Ottobre2020_HiRes.mp4)

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**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>

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