
Lancia wins the Chantilly Concours d'Élégance

- **Lancia Pu+Ra HPE, the Lancia concept car that symbolizes Italian elegance, triumphed at the Chantilly Concours d'Élégance – Best of Show, one of the epitomes of automotive beauty worldwide.**
- **The Lancia Concept was conceived, designed and produced in Turin by the Italian Lancia Design Team.**
- **The final parade, dedicated to concept cars, was held in the magnificent setting of Chantilly Arts & Élégance Richard Mille 2024, with Lancia taking part by putting on show three iconic cars: New Lancia Ypsilon, Lancia Pu+Ra HPE, and Lancia Stratos.**
- **The new Lancia Ypsilon went on display for the first time in France since the official presentation in July, with four cars available for test drives.**
- **France is one of the European markets involved in the brand's internationalization process: the first New Lancia Ypsilon units will be delivered to customers in France from the last quarter of 2024, and by 2025 Lancia will have a distribution network of 25 showrooms, together with 80 after-sales service points.**
- **Lancia Pu+Ra HPE defines the brand's vision for the next 10 years, in terms of range, charging time and efficiency, for market-leading performance. The Lancia concept car has been the source of inspiration for the design of future Lancia models.**
- **The Chantilly Concours d'Élégance was founded with the ambition to revive an unforgettable era in style as the 1920s, when France was the cradle of renowned car competitions and automotive events related to fashion and design.**

“Today the Italian Elegance of Lancia wins @ **Chantilly Concours d'Élégance – Best of Show** with Lancia Pu+Ra HPE, the brand's vision for the next 10 years in terms of style, design and elegance. This recognition certifies Lancia Pu+Ra HPE as the driveable concept car that best expresses the link between the world of cars and the one of fashion. The concept car paraded alongside a model with an outfit conceived in Italy by Ginevra Zanivan from the Lancia Design Team in a blue Lancia velvet texture totally consistent with the interiors of the car. Receiving this award ahead of the most beautiful cars of the future, only a few months since the Lancia Renaissance began, is a source of great pride for us. This is as well the best way to bring us back to the attention of the French public with the New Lancia Ypsilon, inspired by the Lancia Pu+Ra HPE. The first car in the brand's new era will be available in France in hybrid and electric versions with a comprehensive, versatile and

efficient range, consisting of three trim levels. By 2025, France will have a distribution network formed by 25 showrooms, together with 80 after-sales service points,” stated Charles Fuster, Head of Marketing & Communication for the Lancia brand.

Lancia has always been an icon of Italian elegance and Lancia Pu+Ra HPE confirms that tradition, by fully embodying the principles of the brand's new, pure and radical design language, as borne out by the very name “Pu+Ra,” while HPE stands for High Performance Electric, for a car that is Eco-sustainable, Exciting and Evolved, all at the same time.

In line with the competition and its tradition, the Lancia concept car was paraded alongside a model the outfit of which stands as a tribute to the great tradition of Italian fashion, reinterpreted with a contemporary flair, designed for those looking for an authentic and refined style statement. The creation of the garment is not just a tailoring process, but a journey that combines elegance and attention to detail. Blue – a symbol of refinement – evokes timeless class, as do Lancia cars with their combination of sophisticated design and innovation. The soft and luxurious texture of velvet immediately gives a feeling of comfort and warmth, making it perfect for the minimalist lines of the outfit. Velvet captures the light in its own unique way, producing reflections and depth that enhance the class and refinement inherent in both the garment and the brand itself.

With its streamlined, efficient and aerodynamic body, Lancia Pu+Ra HPE defines the brand's vision for the next 10 years, in terms of range, charging time and efficiency, for market-leading performance: a source of inspiration and benchmark for all the cars in the brand's new era, the volumes of which are created from the intersection of elementary and iconic forms such as the circle and triangle, combined a few eclectic details. Lancia Pu+Ra HPE is therefore an expression of timeless Italian design, with a sustainable and innovative approach that goes beyond the typical automotive language and blends perfectly with the philosophy of the competition, in the magnificent setting of the *jardin à la française* at the Château de Chantilly.

The **Chantilly Concours d'Élégance** was founded with the ambition to revive as unforgettable an era in style as the 1920s, by inviting automakers and designers to present to the public their concept cars, an interpretation of their brands' future models, and by associating them with models kitted out in the most stunning outfits from fashion houses, making it a unique catwalk all over the world that has long been highly appreciated by the public.

At the event, the New Lancia Ypsilon returned to France for the first time since its official presentation to the market in July, with four units – two with 100% electric motors and two with hybrid engines – available for the first test drives in the country. The first New Lancia Ypsilon units will be delivered to customers in France from the last quarter of 2024.

Lancia

With 117 years of history, Lancia represents timeless Italian Elegance, a brand that made people around the globe dream, thanks to its iconic vehicles: the elegant Flaminia and Aurelia B24 Spider, the high-performance Delta, Stratos and 037, the eclectic Fulvia, the Beta HPE and many others. Lancia began its Renaissance Plan with the launch of the New Ypsilon and with a 10-year strategic plan that is moving ahead in leaps and bounds. Innovation and timeless design have always been the founding principles for the brand. And now sustainability, customer centricity and social responsibility have also become essential, because Lancia is determined to look to the future with great commitment and ambition.

LinkedIn [Lancia](#) Instagram [Lancia](#) Facebook [Lancia](#) X [Lancia](#) YouTube [Lancia](#)

Turin, September 15, 2024