ALL-NEW GROUNDBREAKING AEHRA™ SUV SETS NEW STANDARDS FOR AUTOMOTIVE DESIGN

- Ultra premium electric automotive brand AEHRA reveals design of its first model, an SUV
- AEHRA uniquely unlocks potential afforded by state-of-the-art EV technology to rewrite automotive design rulebook
- Innovative design incorporates short front and rear overhangs, mirrors inspired by racing motorbikes plus elytra-like doors
- Styling synthesises elegance of sophisticated Italian design with cutting-edge EV technology and advanced global engineering
- Curvaceous flowing lines contribute to class-leading aerodynamics and a peerless vision of effortlessly elegant futurism
- Project led by AEHRA Chief Design Officer, Filippo Perini
- A second AEHRA model –a sophisticated Sedan – will be unveiled in February 2023, with first customer deliveries of both models expected in 2025

Milan, 08 November 2022 – AEHRA, the new global ultra premium electric automotive brand, has revealed the exterior design of its first model, an SUV. Presented to the global media in Milan, the city where AEHRA is headquartered, the radically different style of SUV delivers a revolution in automotive design. Uniquely unlocking the full design potential afforded by its state-of-the-art EV drivetrain, the AEHRA SUV represents a peerless vision of effortlessly elegant futurism.

Featuring a lengthy 3-metre wheelbase, a radically low front end and exceptionally short front and rear overhangs, the AEHRA SUV presents a design that is profoundly different to that of any other vehicle on the market today. Striking, narrow elongated headlights combine with LED lighting strips highlighting the outer edges of the lower air vents creating a unique visual signature, the SUV becomes even more attention getting during the hours of darkness.

Every single element of the SUV personifies AHERA's unwavering determination to defy modern, mass-market automotive convention, while holding steadfast to the pure values of classic Italian design. This sentiment is instantly evident in aspects such as the glassware, which appears to flow as a single piece from the very front of the car and over the roof, before sweeping down to the rear of the tailgate in an almost liquid-like fashion. It is also dramatically expressed in the stunning elytra-like doors. Opening skywards and providing optimum ease of entrance and egress to the exceptionally spacious cabin that effortlessly accommodates four NBA-size players in complete comfort, such features are normally the exclusive preserve of supercars.

"With the AEHRA SUV, we have shunned the conservative constraints that have encumbered all other car manufacturers in their approach to designing EV vehicles to date. Instead, we have taken a highly courageous approach. And at AEHRA, this mindset drives not just the design of our vehicles, but every aspect, including engineering, the layout of the interior, the state-of-theart sustainable materials we use and how we are redefining the entire customer journey," said Filippo Perini, AEHRA, Chief Design Officer.

"With the SUV, we have created a vehicle that goes far beyond the conventional standards set by the automotive industry for an SUV, and sets new benchmarks for style and comfort. We have used a monobody construction, which, while used widely in Italy in the past, is now normally reserved for supercars only. We have taken an equally radical approach to aerodynamics, which play a central role in the design, driving characteristics and efficiency of the SUV."

Using cutting-edge CFD (Computational Fluid Dynamics), which have an accuracy equal to and, in some respects, greater than those achieved in wind tunnels, Perini and his team have generated a groundbreaking flowing body, which generates exceptional aerodynamic efficiency. The knowledge gained during this approach has been forensically applied to the design of the front and rear of the SUV to set optimum standards for aerodynamic drag reduction, cooling, and battery thermal management.

AEHRA has adopted innovative aerodynamic management, with movable elements at the front and rear, which offer the thrill and promise of a sporty ride and at the same time improve active safety. These solutions also optimise drag coefficient and thermal management of the batteries while also increasing the range of the car.

Utilising the full potential of ultra-advanced, exceptionally light, highly sustainable composite materials, including forged carbon fiber technologies, which have only come to the market in the last few years, further enhances the efficiency of the vehicle.

"The AEHRA SUV represents a radical combination of cutting-edge sustainable materials, ultraadvanced EV technology, smart manufacturing technologies, pure Italian design, and of course, a seminal moment in our company's history," commented Hazim Nada, AEHRA Founder and CEO. "Supremely comfortable, beautifully balanced, and graceful, the SUV ushers in a new era of EV style and sophistication, and signifies the next successful milestone on AEHRA's strategic journey to a rollout of both our sophisticated vehicles to global markets in 2025."

For more information on AEHRA and to register interest in one of their forthcoming models, see www.AEHRA.com.

Data sheet

Lunghezza /Length	cira 5.1m
Larghezza / Length	circa 2.0 m
Peso / Weight	< 2 t
Altezza	164 cm
Misura gomme/ Wheel size	285/35 ZR 23" front 24" rear
Autonomia / Autonomy	> 800 km
Velocità /Speed	265 kmph limited
Potenza / Power	550-600 Kw
Prezzo /Price positioning	160-180k usd

ENDS

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ABOUT AEHRA

AEHRA has been created to deliver a step-change in the design, customer, and ownership experience of ultra premium electric vehicles (EVs). Headquartered in Milan, AEHRA is a privately funded global company that disrupts the existing automotive ecosystem by distilling the values of Italian design, world-class engineering and American customer service to leverage the advantages of next-generation EV powertrain packaging and technology.