



REWRITE THE RULES  
ARES  
STAR PROJECT

ENGINEERS OF EMOTION

A NEW, HANDCRAFTED CARBON FIBER CREATION IS READY  
TO REWRITE THE RULES THE ARES S1 PROJECT

The basic idea was as simple as it was challenging: to create a car that combined the design of a hypercar, the performance of a supercar and the accessibility of a sports car. A car that was completely focused on the primordial pleasure of driving, far from the complications of today's hypercars. Inspired by the design philosophy of the most iconic racing prototypes of the 70s and 80s, ARES created the ultimate study of bespoke design perfection: enter the stunning S1 Project, ARES' first ever wholly designed supercar.





The mesmerising looking exterior of the S1 Project was designed by ARES Design's Centro Stile employing extensive CFD studies to ensure the ultimate in aerodynamic performance and stability. Created from hand-crafted carbon fibre body panels, the dramatic low-profile silhouette, curvaceous

wheel arches, low front splitter and forward sitting cockpit give the S1 Project an aggressive but flowing stance while producing maximum downforce and minimum aerodynamic resistance. A style that excites and evokes the thrill of speed, even when the car is standing still.



Essential and elegant lines, classic materials combined with technological textures: inside S1 Project, a three-dimensional driving environment envelops both driver and passenger, enhancing the feeling with the car and the emotions of its performance.



ADVANCED TECHNOLOGY  
MEETS TRADITIONAL  
CRAFTSMANSHIP



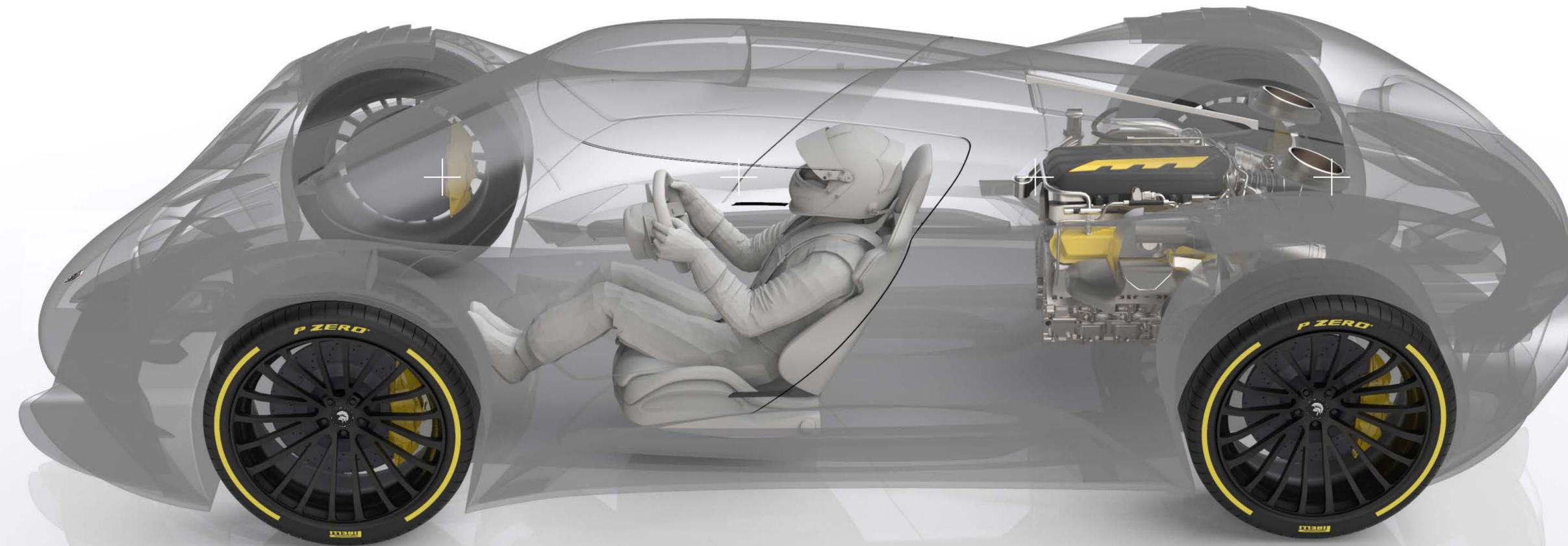
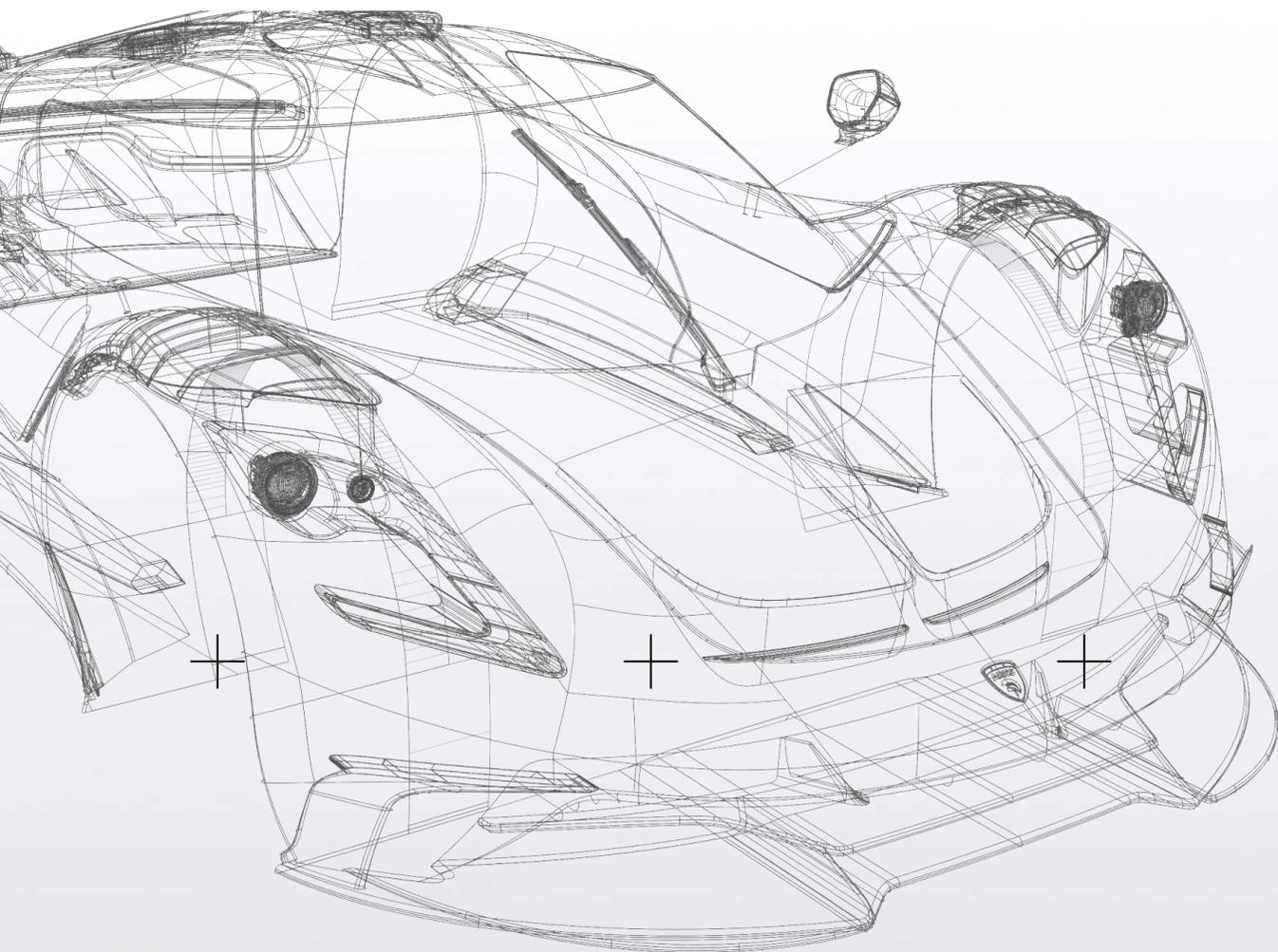
The main controls and HMI are contained within the central console and dashboard. Styling and materials will be the remit of the ARES Design's artisanal craftsmen. They will be finishing the forward sitting cockpit using the finest Alcantara and Napa leather and carbon fibre panels creating a stunning

yet functional ambience, designed to emphasize the driving pleasure and sensations experienced behind the wheel of the S1 Project, also thanks to the embracing design of the dashboard and the cockpit windows.



A DRAMATIC DESIGN, AN **EMOTIONAL ENGINE**  
AND THE UNIQUE PLEASURE OF BESPOKE.  
ARES S1 PROJECT IS BORN TO DELIVER THE  
ULTIMATE DRIVING EXPERIENCE

S1 Project is powered by a naturally aspirated V8, direct injection powerplant, delivering its power to the rear wheels through an 8-speed dual clutch transmission. ARES tunes the engine and mounts a bespoke crafted exhaust system to give the S1 Project a maximum power of 715hp, good for an anticipated 0-100 km/h in 2.7s.



Underpinned by double wishbone suspension, forged aluminium axles and adaptive Magnetic Ride Control, S1 Project's sleek design and performance are further enhanced by its dynamic rear spoiler and the eye-catching exhaust exiting the bonnet – an iconic-styled feature specifically created to leave the rear extractor area free and clean, to further improve aerodynamics.

In designing S1 Project, the aim was not to create the fastest or the most technologically advanced supercar in the world, but a car that was a genuine tribute to the pleasure of driving. And of course, one that looked simply stunning. Now, we can fearlessly say that we have achieved our target.



ARES  
S1 PROJECT



TRADITION MEETS **TECHNOLOGY**  
THE TIMELESS CHARM OF ELEGANCE CREATED  
BY TODAY'S MOST ADVANCED METHODS



An independent luxury coachbuilder, ARES blends Italian craftsmanship mastery with cutting-edge technology to create sublime, unrivalled hand-crafted four and two-wheeled vehicles. Concept, design, engineering, production; all stages of the coachbuilding process are carried out in-house at ARES' HQ in Modena, Italy. The luxury brand can execute every step of the design and manufacturing at its 23,000 sq ft facility, while clients if they wish, can be part of each stage of the development; bringing their singular vision to life to create a bespoke work of art. From paper to road, from concept to creation: this is ARES co-create philosophy.



**S1 PROJECT  
LIMITED EDITION**

HANDCRAFTED BY ARES  
MODENA, ITALY

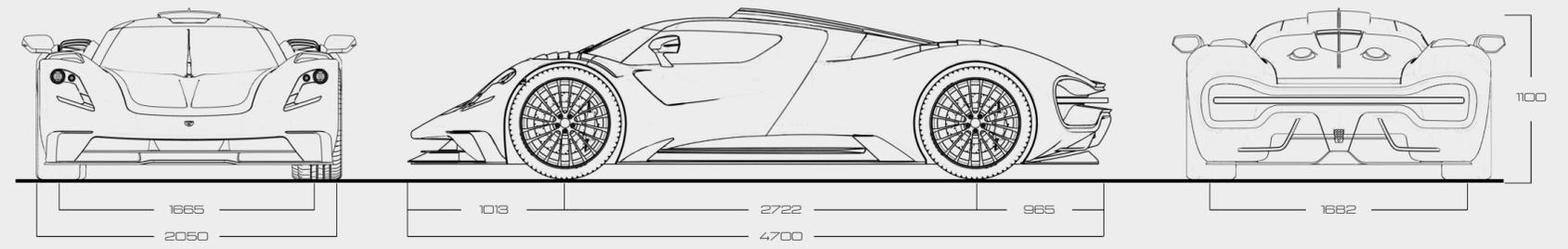
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EXTERIOR: DEEP BLACK  
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Satisfying needs and desires: even before people know to have a need or a desire. Naturally, what we "need" is a very personal matter. Individual.

And crucial. Satisfying each person, one by one, is the challenge of the present and the future and, to achieve this goal, we need to stay two or three steps ahead, anticipate the moves of the game: not only by giving people what they expect and desire, but by imagining and realizing what they will come to want. And when it comes to the luxury car industry, it gets pretty interesting and decisive.



## ARES S1 PROJECT TECHNICAL SPECIFICATIONS



### DIMENSIONS

Length: 4700 mm  
Width: 2050 mm  
Height: 1100 mm  
Front Track: 1665 mm  
Rear Track: 1682 mm  
Wheelbase: 2722 mm  
Front overhang: 1013 mm  
Rear overhang: 965 mm

### CHASSIS

Aluminum and carbon fiber hybrid chassis

### WEIGHT

Dry Weight: N/D  
Weight Distribution: N/D

### ENGINE

Number and arrangement of cylinders: V8 - 16 valves  
Displacement: 6162 cm<sup>3</sup>  
Engine Control Unit Tuned by ARES  
Exhaust System Designed by ARES  
Maximum power: 522 kW (715 hp) at 7.450 rpm  
Torque: N/D

### TRANSMISSION

Type: Rear wheel drive + limited slip differential  
Gearbox: Dual clutch gearbox DCT with 8 speed.

### WHEELS & TYRES

Front Axle: 265/30 ZR22, forged aluminium rims  
Rear Axle: 335/25 ZR22, forged aluminium rims

### DRIVING PERFORMANCES

Acceleration 0-100 Km/h: 2.7 sec  
Vmax: > 330 Km/h

### BRAKES

Front Axle: Carbon ceramic brakes  
Rear Axle: Carbon ceramic brakes

### AERODYNAMIC

Cx (at 250 km/h): N/D

### ACCESSORIES

Front LED headlights  
Rear LED lights  
LED DRL  
External panels handcrafted in carbon fiber  
Internal panels handcrafted in carbon fiber  
Interior trim covered in Napa leather and Alcantara  
HMI contained within the central console and dashboard

### SUSPENSIONS

Front Axle: Unequal length double wishbone, forged aluminium axles, adaptive Magnetic Ride Control system  
Rear Axle: Unequal length double wishbone, forged aluminium axles, adaptive Magnetic Ride Control system

### DELIVERY TIME

4 months (estimated)



[aresdesign.com](http://aresdesign.com)

ARES DESIGN MODENA SRL | STRADA SANT'ANNA 605 | 41122 MODENA (MO) | ITALY  
Ph. +39 059 312765 | [info@aresdesign.com](mailto:info@aresdesign.com)