



ETERNITI MOTORS
LONDON

MEDIA RELEASE

London, 28 Sep 2011

ETERNITI MOTORS AT THE FRANKFURT MOTOR SHOW

Eterniti Introduces Key Personnel and Shows Hemera Prototype

Eterniti Motors made its first public appearance at the Frankfurt Motor Show (IAA), which took place from 13-25 September. The Frankfurt IAA, one of the world's most important motor shows alongside Detroit, Tokyo and the emerging events in Beijing and Shanghai, is a showcase for the latest automotive products and this year attracted well almost 930,000 visitors.

Eterniti showed a prototype of the Hemera, which will become the company's first model when the production version is launched in 2012. The car attracted a lot of attention as it is set to be the world's super-SUV, a new category of SUV with more luxury, tailored specifications and performance than current models. The Eterniti stand saw a stream of visitors from established luxury carmakers including Bentley, which is likely to produce its own luxury SUV by 2014. Maserati actually unveiled a luxury SUV concept at the show, underlining the potential of the niche.

However, for Eterniti the IAA was as much about presenting the company face-to-face for the first time. Its press conference on 13 September was used to introduce some key Eterniti people, notably multiple winner of the Le Mans 24-hour race Alastair Macqueen and ex-Formula 1 driver Johnny Herbert.

"The company may be new but we want to build the best cars with real engineering integrity for very specific market segments in a timescale more closely allied to racing than conventional production car manufacturers", said Eterniti engineering boss Macqueen.

"Most of my work has been in motorsport, but I have a passion for all types of cars and the common link is engineering excellence. Whilst there is just one focus in motorsport - to make the quickest possible car within a regulation framework - the challenges of road cars are much more complex. However, we have very experienced people on board and the agility of a small company to target and fulfil small niche markets. From an engineering point of view we think we can begin to challenge the major manufacturers, even with their vast resources, by engineering bespoke solutions initially using existing mechanical and virtual platforms - something I'm very familiar with from the motorsport arena."

Ends...

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NOTE TO EDITORS:

Accompanying images show
prototype Eterniti Hemera – the
world's first Super-SUV

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NOTE TO EDITORS:

Top image: Johnny Herbert (L) and Alastair Macqueen (R) with the Eterniti Hemera on the Eterniti Motors stand at the Frankfurt IAA.

Bottom image: Eterniti Motors press conference at the Frankfurt IAA, 13 Sept 2011.

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