



ETERNITI MOTORS
LONDON

MEDIA RELEASE

London, 5 Sep 2011

NEW BRITISH CAR COMPANY TO DEBUT AT FRANKFURT INTERNATIONAL MOTOR SHOW (IAA)

Eterniti Hemera - The World's First Super-SUV

Eterniti Motors, Stand A80, Hall 6.1

Eterniti Motors, the recently announced new British car company, will make its public debut at the Frankfurt International Motor Show (IAA) on 13 September.

Eterniti is an independent, boutique British luxury carmaker, uniquely based in London. The company aims to satisfy a growing demand for additional luxury, personalised specifications and exclusivity among car buyers, particularly in major cities and global wealth centres.

The company's first car will reflect this. The Hemera will be the world's first Super-SUV, providing new levels of luxury, space and performance in an SUV to create a new niche. It will feature a limousine-like rear cabin, including twin reclining seats, iPads and a drinks chiller, giving customers the option of being chauffeured as well as driving. But with compact dimensions, 4x4 ruggedness and dynamic performance, it is also both practical and retains driver appeal.

The Hemera will be shown in Frankfurt as a prototype, with production and deliveries to start in 2012. It is based on the latest generation of the best large SUV platform available, which will undergo a chassis-up rebuild, with a new, repackaged interior, carbon-composite body panels and additional performance.

Eterniti is backed by a group of international investors and has been established by people who have a passion for cars. The team has extensive experience in retailing some of the most prestigious British and European luxury and high-performance car brands, in markets from the UK to Asia-Pacific. It has further experience in the development and manufacture of high-end components and motor sport.

The engineering team is led by Alastair Macqueen, who was responsible for the development of the Jaguar XJ220 supercar to production and has won the Le Mans 24-Hour race with both Jaguar and Bentley. Eterniti also has its very own F1 driver, Johnny Herbert, like Macqueen victorious at Le Mans but in addition a winner of three Grands Prix during a 10-year Formula 1 career. Johnny will have an active involvement in developing Eterniti vehicles as well as serving as an ambassador for the brand.

Eterniti is establishing a London hub featuring a showroom, car build and service centre, and a separate atelier where customers can discuss their requirements and create a bespoke specification for their cars, which will be hand-built on site by British craftsmen and technicians. The London facilities will open later this year, with further showrooms in key international cities to follow from 2012.

More information will be made available at the IAA. Eterniti's press conference will take place at the Eterniti stand at 14.15 on 13 September.

Ends...

CONTACT

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NOTE TO EDITORS:

Accompanying image shows
prototype of Eterniti Hemera –
the world's first Super-SUV

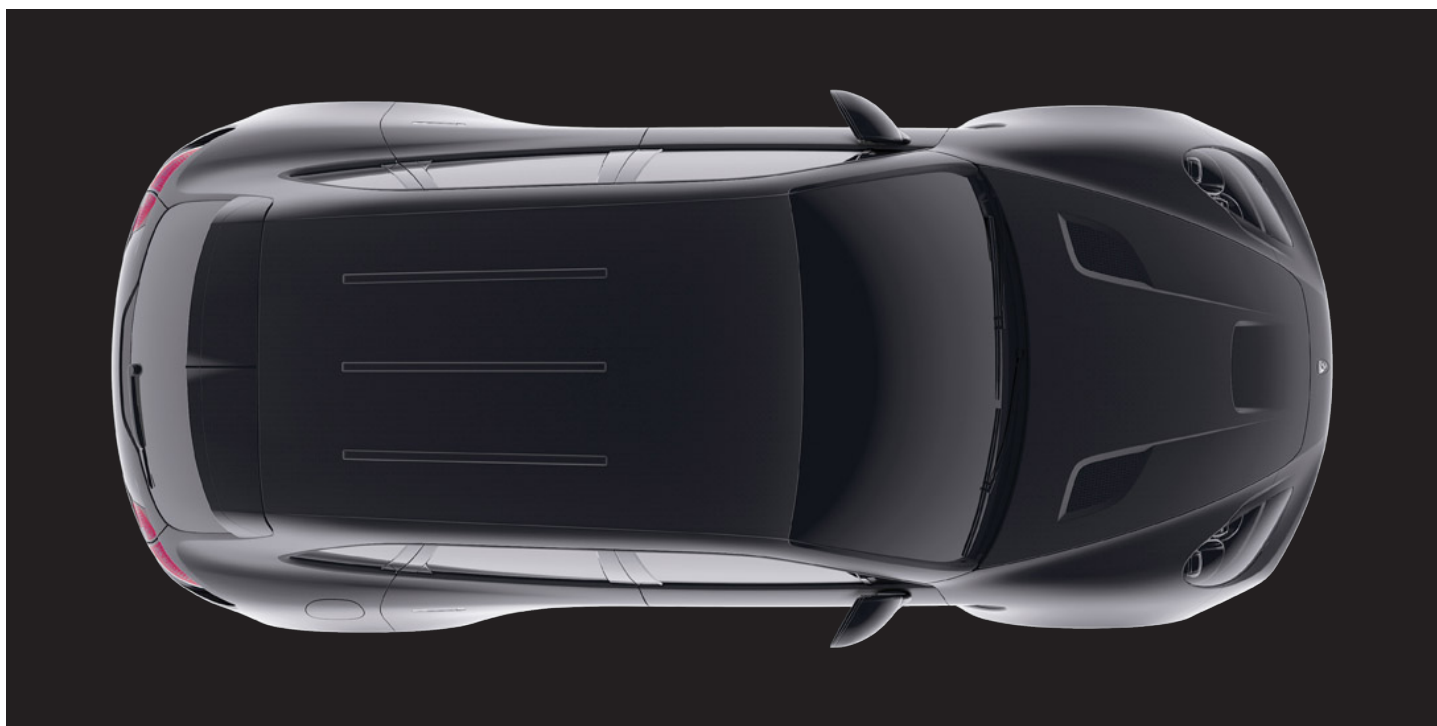
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