

777 HYPERCAR, BORN IN MONZA PRESENTS THE LOUNGE AND THE FIRST PROTOTYPE AT THE AUTODROME / A RESEARCH CENTRE AND AN EXPERIMENTAL VERSION WILL BE CREATED

Wednesday 5 July, 2023

Friday 7 July in Monza will mark the official start of the **777 hypercar** project. It will be the occasion to inaugurate the **777 Motors Lounge**, a multimedia open space that is located at the Autodromo Nazionale di Monza, adjacent to the monument celebrating the racing driver Juan Manuel Fangio.

July 7 will be the date on which the definitive version of the first **777 hypercar** prototype will be presented to the public, with permanent presence in its headquarters at the Temple of Speed

Construction of 7 777 hypercars

777 hypercars will be produced in a limited edition of 7 units for track use only (€ 7.000.000), combining the best of automotive excellence: **Dallara**, who is handling the engineering, aerodynamics and production aspects, **Gibson Technology**, supplier of the naturally aspirated V8 engine, and **Sparco**, who is creating the clothing line. The lines of the 777 hypercar were born from the pencil of **Umberto Palermo Design**.

777 hypercar Unit-000, an experimental laboratory of new technologies

In 2025, 7 units of 777 hypercar will be produced for customers, and at the same time **777 Motors** will build **777 hypercar Unit-000**, the experimental version which will be a dynamic laboratory on four wheels equipped with the most advanced autonomous driving technologies, AI drivers, virtual coaching.

777 hypercar Unit-000 will be built in partnership with **PoliMOVE**, **Ascari** and **Indy Autonomous Challenge**.

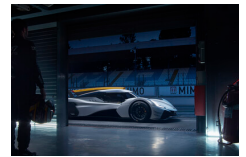
To create 777 hypercar Unit-000, a new international research centre will be built which will welcome and make use of engineering centres and universities from all over the world, as well as technologically advanced companies, for a fruitful open-source collaboration.

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