

# everrati™



## EVERRATI PARTNERS WITH HENRY POOLE & CO FOR CONCOURS ON SAVILE ROW, LONDON

- Everrati collaborates with one of Savile Row's oldest tailors, Henry Poole & Co, for unique automotive Concours in the heart of London
- Two companies share a similar ethos offering bespoke, custom-made products for discerning global clientele
- Everrati's redefined and electrified Land Rover Series IIA showcase custom-made, bespoke tailored elements of the company's futureproofed off-roader
- 'Concours on Savile Row' celebrates the finest craftsmanship across automotive and bespoke tailoring with over 40 of the greatest automobiles from leading marques
- Media images: [bit.ly/Everrati\\_HenryPooleCo](https://bit.ly/Everrati_HenryPooleCo)
- [www.everrati.com](http://www.everrati.com)

**8<sup>th</sup> June 2022:** Leading technology company, Everrati Automotive Limited (Everrati), today announces a new partnership with Henry Poole & Co – one of Savile Row's oldest and finest bespoke tailors – for the 'Concours on Savile Row' event that will celebrate the craftsmanship of both the automotive and tailoring industries.

Open to the public from June 15<sup>th</sup>-16<sup>th</sup>, Everrati's redefined off-roader – the Land Rover Series IIA – will be showcased outside Henry Poole & Co's store on Savile Row, with many iconic vehicles from across the automotive industry, from pre-war classic to the latest hypercars, taking up spaces on the prestigious street.

Across both days, attendees will be able to experience both Everrati's Land Rover Series IIA in the metal as well as visit Henry Poole & Co's store at 15 Savile Row to discover more about each brand. Some of Savile Row's own gin will also be available to sample.



Everrati and Henry Poole & Co share a similar ethos offering bespoke, custom-made products for discerning global clientele.

Over 200 years, since 1806, Henry Poole & Co has forged a position as a cornerstone of British tailoring, specialising in hand-made suits and shirts made by numerous generations of the Poole family. Like Everrati, Henry Poole & Co has amassed a worldwide client base seeking luxury craftsmanship fused with cutting-edge technology.

Everrati's Land Rover Series IIA is based upon a true British icon and incorporates a brand-new, in-house developed EV powertrain courtesy of the company's expert team of industry specialists from world-leading OEMs. The off-roader's 60kWh battery pack has a power output of 150bhp and 300Nm of torque strengthens the car's original character, coupled with a true zero-emission range of up to 150 miles.

In parallel with the bespoke garments hand-made by Henry Poole & Co, Everrati's Series IIA is highly customisable to reflect customers' unique style. Available in both handmade Mohair Soft Top or Safari Hard Top format, body panels and wheels can be specified in a wide range of colours. Inside, endless combinations of bespoke extras such as teak decking in the rear section, high-end audio systems and air-conditioning, together with sustainable automotive leather supplied by Scotland's Bridge of Weir, provide the driver and passengers with an exceptionally comfortable environment.

**Justin Lunny, Founder and CEO, Everrati Automotive Limited, said:** "We are delighted to be partnering with Henry Poole & Co for this unique event in the heart of London that will bring together the very best of two worlds: that of automotive and bespoke tailoring. I have admired Henry Poole & Co for many years and can personally attest to the unmatched quality of their tailoring, so it is exciting to be collaborating with a fellow group of highly skilled craftspeople who are truly passionate about their creations. Our electric Land Rover Series IIA model is the perfect complement to the event that showcases our in-house capabilities of creating highly customisable, zero-emission vehicles for the 21<sup>st</sup> century."

**Simon Cundey, Managing Director, Henry Poole & Co, commented:** "The art of craft tailoring gives timeless creations comfort and quality for years to come. As we use all-natural fabrics and trimmings in our construction, all-round sustainability is ensured. Taking the iconic design of the Series IIA Land Rover - once championed by Sir Winston Churchill with Henry Poole & Co being his chosen tailor – there is no better way to celebrate Savile Row Concours than with Everrati's new cutting-edge, redefined model. We look forward to seeing you at number 15, Savile Row."

Everrati's paint protection partner, NVN Motorworks, will also be present at Concours on Savile Row. Industry-leading experts in the application of PPF (Paint Protection Film) and detailing, NVN Motorworks can tailor a fitted 'suit' to fully protect any premium vehicle from the elements.

Available in every major market, surging demand for Everrati products globally is being led by sustainability-conscious millennials and Gen-Z buyers seeking iconic cars from decades such as the 80s and 90s who demand electric power over internal combustion. Everrati buyers are also traditional car collectors with a passion for the latest in automotive technology.

Everrati's model line-up consists of electrified versions of the Porsche 911 (964) Coupe, Targa, Cabriolet in Pure, Signature, and Gulf Signature Editions, the Land Rover Series IIA, the GT40 in partnership with Superformance including officially licenced Gulf Edition, and the Mercedes-Benz W113 SL 'Pagoda'.



Order books are open for commissions across all models at [www.everrati.com](http://www.everrati.com), with bespoke finance packages available upon inquiry.

**ENDS**

### **About Everrati™**

Everrati™ was founded in 2019 by British entrepreneur Justin Lunny and long-term automotive specialist Nick Williams. Both car enthusiasts from an early age, they became increasingly conscious of the wider impact combustion engines have on the environment. Everrati was launched with the vision of restoring iconic models from an earlier era and converting them to electric propulsion. Everrati's model line-up consists of electric versions of the Porsche 911 (964) Coupe, Targa, Cabriolet in Pure, Signature, and Gulf Signature Editions, Land Rover Series IIA, GT40 in partnership with Superformance including officially licenced Gulf Edition and Mercedes-Benz W113 SL 'Pagoda'. Everrati™ designs, develops and builds its cars from a bespoke facility in Upper Heyford, Oxfordshire.

Everrati™ restores and modifies existing classic and iconic cars for its customers to enable them to be used and enjoyed in a low carbon world. Everrati™ does not manufacture vehicles. Everrati™ is not sponsored, associated, approved, endorsed, nor, in any way, affiliated with the manufacturers of the cars they restore. All brand names, logos and crests along with any other products mentioned are the trademarks of their respective holders. Any mention of trademarked names or other marks is for purpose of reference only.