



ELECTRIFIED MERCEDES-BENZ SL 'PAGODA' BY EVERRATI MAKES GLOBAL DEBUT AT THE FAIRMONT MONTE CARLO DURING MONACO YACHT SHOW

- Everrati, the leader in redefining automotive icons with bespoke electric powertrains, has revealed its newest addition: the Mercedes-Benz SL W113 'Pagoda'
- Global unveil at the Fairmont Monte Carlo during Monaco Yacht Show – where Everrati has a major presence – new model exemplifies the peak of understated sustainable luxury
- Hand built, meticulously restored and re-powered, the elegant and timeless SL 'Pagoda' has been respectfully redefined as the ultimate open top, two-seater zero emission luxury grand tourer
- Debut follows Everrati's recently announced Land Rover Shore Tender partnership with superyacht industry leaders Bannenberg & Rowell and Edmiston
- Everrati's Land Rover Series IIA will also be on display at Monaco Yacht Show, which runs from 27-30th Sept, chauffeuring VIP guests at the prestigious event
- Media images: <https://bit.ly/EverratiPagoda>
- www.everrati.com

27th September 2023: Everrati Automotive Limited (Everrati™), the leading technology company specialising in redefining and futureproofing automotive icons through the integration of cutting-edge electric vehicle (EV) powertrains, today reveals the latest addition to its growing portfolio: a zero emission Mercedes-Benz SL W113 'Pagoda'.

The new benchmark for understated sustainable luxury, the new model made its global debut at the renowned Fairmont Monte Carlo, just a stone's throw from the famous Formula 1 Hairpin Curve and will be on display in the hotel's illustrious lobby for the duration of the Monaco Yacht Show from 27th-30th September, an event at which the company has a significant presence.

One of the most timelessly elegant, stylish, and collectible cars of all time, examples of the Mercedes-Benz SL 'Pagoda' have been owned by countless celebrities since its arrival in 1963. From



legendary musicians, such as John Lennon and Tina Turner, to actors, such as Audrey Hepburn and Charlton Heston, to more modern stars including David Coulthard and Harry Styles, the SL 'Pagoda' truly deserves its place in the automotive hall of fame.

Now, Everrati has respectfully reinvented the masterpiece. Hand-built and meticulously restored to concours standards by Mercedes-Benz specialists Hilton & Moss and re-powered with a cutting-edge electric powertrain designed, developed, and manufactured in-house by Everrati. The elegant SL 'Pagoda' has been redefined as the world's ultimate open top, two-seater zero emission luxury grand tourer.

Offering an exquisite blend of heritage, luxury, sustainability, and future-proofed technology, the SL 'Pagoda' redefined by Everrati presents a unique proposition. As car custodians, Everrati stays true to the quality of the vehicle yet provides an OEM-grade powertrain upgrade that exceeds the performance specifications of the original enabling unparalleled enjoyment and fun for multi-generational owners' recreation and preservation.

Everrati's passion and care preserves such masterpieces of automotive engineering and design, transforming them into rolling art that are perfectly within the zeitgeist for current times, but are legacy products that can also be enjoyed for generations to come.

As well as debuting its new electrified SL 'Pagoda' at Monaco Yacht Show, Everrati will also be chauffeuring VIP guests around the principality in its zero emission Land Rover Series IIA, while the company also revealed a new Defender Shore Tender Edition at the event, a collaboration with superyacht designers Bannenberg & Rowell and superyacht brokers, Edmiston.

Justin Lunny, Everrati Co-Founder and CEO said: *"Monaco Yacht Show is one of the world's most glamorous and exclusive events and, without doubt, Everrati has pulled out all the stops. I am delighted we have given our redefined electric Mercedes-Benz SL 'Pagoda' such a fitting global debut, thanks to a remarkable collaboration with the Fairmont Monte Carlo Hotel – a revered brand that shares our passion for sustainable luxury.*

"This meticulously restored and redefined car is the ultimate two-seater electric luxury grand tourer, a unique proposition which pays homage to the history of the legendary SL 'Pagoda', yet is fully futureproofed, enabling it to be enjoyed today - and in the hands of the next generation tomorrow. We are witnessing a revolution with surging demand for high-end sustainable vehicles which are zero-emission yet retain timeless design and iconic character. We look forward to showing VIP show visitors how we have reinvented this piece of automotive history to the highest standards and could not wish for more appropriate surroundings.

"I am also delighted we have such an eye-catching presence at Monaco Yacht Show this week, through our redefined and electrified Land Rover Series IIA, which will be on chauffer duty throughout, and our innovative Defender Shore Tender partnership with Bannenberg & Rowell and Edmiston."

Pierre Louis Renou, General Manager, Fairmont Monte Carlo, added: *"Fairmont has always been an environmental leader among eco-friendly hotels, as one of the first luxury hotel brands to achieve emission reduction targets. We believe it is our privilege to enhance genuine experiences and promote a rich cultural exchange within our communities by ensuring long-term stewardship of our planet. We are delighted to collaborate with Everrati on the debut of its stunning zero emission, fully electric Mercedes-Benz SL 'Pagoda', a car that truly exemplifies sustainable luxury.*

"At the Fairmont Monte Carlo, each of our strategic decisions are taken by considering and measuring the carbon footprint impact. Many actions and investments were made and resulted in the drastic electricity savings of the hotel -19 per cent of the electricity consumption."

Globally, Everrati is delivering its state-of-the-art redefined vehicles including the Porsche 911 in Coupe, Cabriolet, and Targa form, and Land Rover Series and Defender, across multiple territories as



demand surges from customers eager to own Everrati's unique fusion of zero-emissions driving, enhanced performance, and preserved classic design.

ENDS

Media contact: media@everrati.com

Media imagery: <https://bit.ly/EverratiPagoda>

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, ST-inspired G-Series, Land Rover Series IIA, Range Rover Classic, Land Rover Defender, 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.

About Everrati Advanced Technologies

Delivered by a team of highly-skilled industry experts, utilising the latest Tier 1 components and technology, Everrati Advanced Technologies delivers the most appropriate powertrain solution to suit the requirement of the customer – from initial concept and feasibility study through to scalable low volume production.