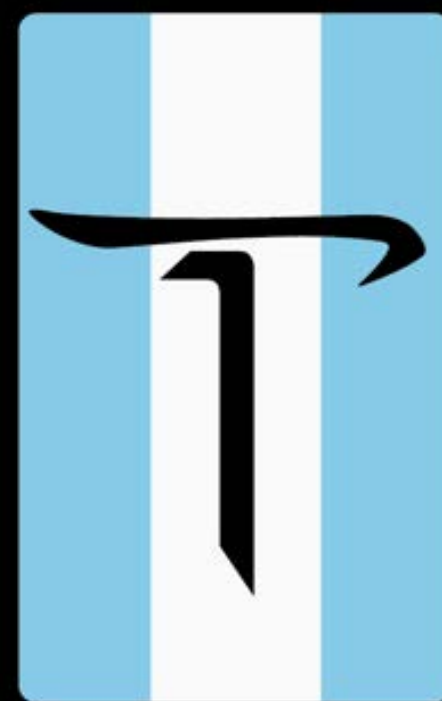




DE TOMASO



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Brand Philosophy



Mission Statement

Vision Statement



Mission

"Restore the romance, beauty, passion, and elegance in the luxury automotive industry. "



Vision

"Igniting a new golden era of automotive design as well as creating opportunities, cultivating talents and fostering bold collaborations."

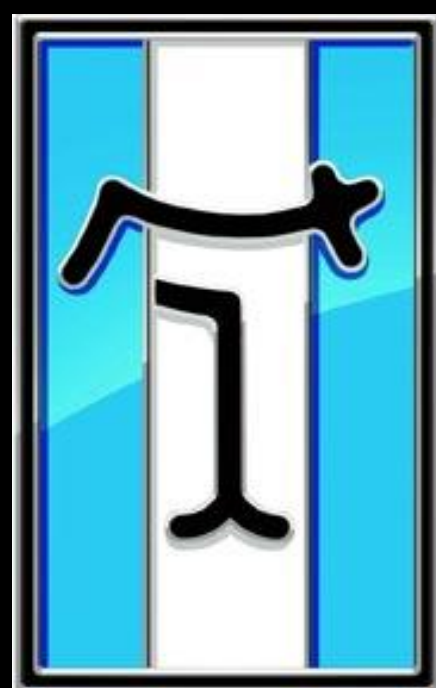
History



Generation 1
Generation 2
Generation 3

Generation 1

Logo of the Era



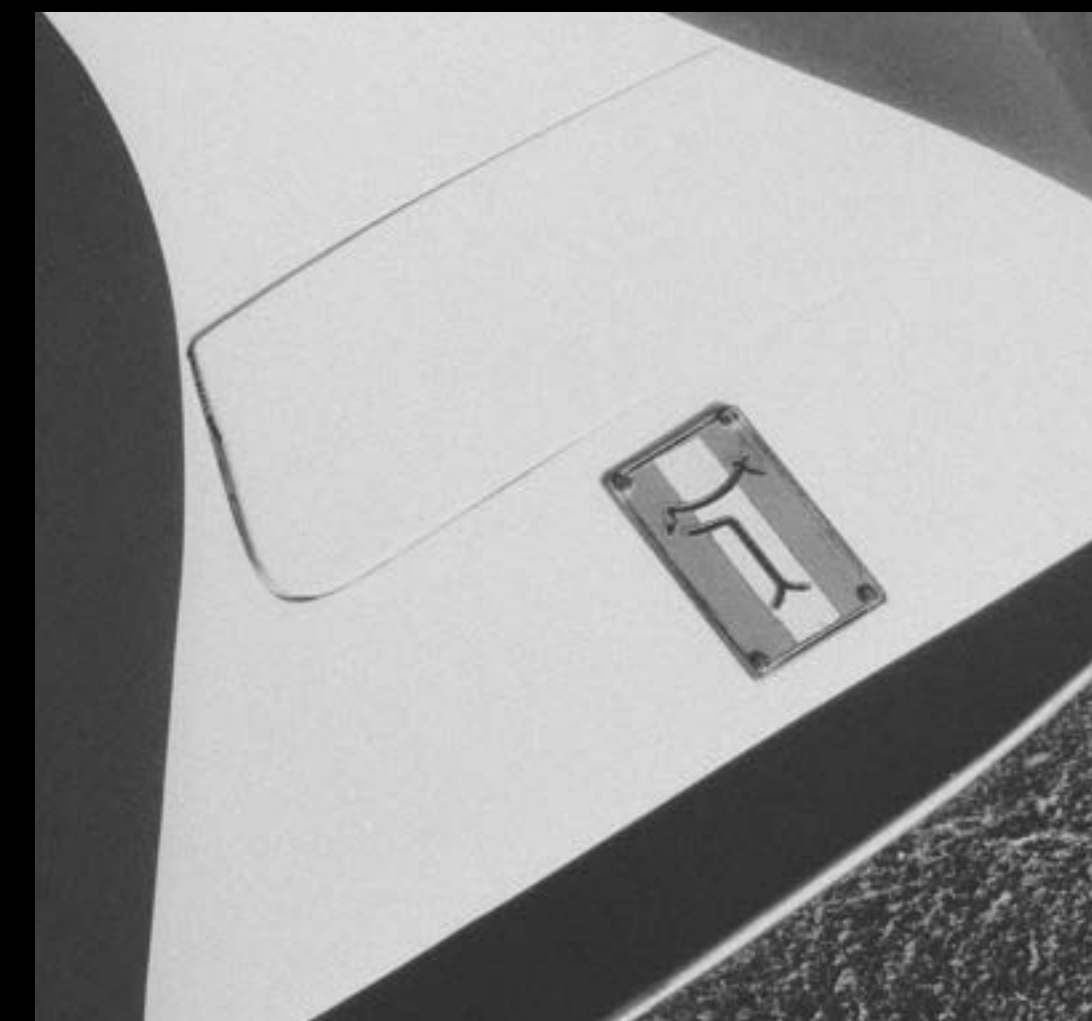
- It's a rectangular vertical badge with a thick black and silver frame.
- The blue and white tricolor inside the badge is the colors of Argentina, the homeland of De Tomaso.
- The middle is the letter T for Tomaso.

Logo of the Era



- Frustrated with the limitations, Alejandro leaves his first employer --- O.S.C.A, co-founded De Tomaso Automobili with Isabelle, granddaughter of William C. Durant, one of the founders of General Motors. .
- Focusing on designing mid-engined race car.
- Ended up building Formula 1 cars for Frank Williams, the founder of one of Formula One's most successful and popular teams.

1959



- De Tomaso launched it's first road-going production model, Vallelunga.
- One of the first mid-engined road cars and feature with a lightweight bone chassis, which became a signature feature of many of De Tomaso vehicles

1963 - Vallelunga - 53 units

Generation 1



- Alejandro and Carroll Shelby conspired to build a car that could defeat the best in the world, they created P70.
- The partnership dissolved just before the car's completion.
- Shelby withdrew from the project and turned his focus to the Ford GT40 race program.

1964 - P70 - 1 unit



- Alejandro became even more driven to prove himself to the world, to Shelby.
- He collaborated with Giorgetto Guigiaro, who was in Ghia, placed Guigiaro's design onto his chassis for P70 and created the Mangusta.
- The timeless design took De Tomaso and his Ghia design team to the next level on the world stage.

1966 - Mangusta - 401 units



- Ford acquired a majority equity interest in De Tomaso and this partnership led to the iconic Pantera, De Tomaso's third and highest volume (Over 7000 units in twenty-three year production run) road-going car.
- Following his European competitor's success in the luxury sedan segment, Alejandro debuted the Deauville at the Turin Motor Show.

1970 - Pantera - Over 7000 units,
Deauville - 244 units

Generation 1



- The Longchamp was the last model created by the De Tomaso/Ghia/Ford Collaboration.
- The styling was from Tjaarda, the same designer for the Pantera and Deauville

1972 - Longchamp - 410 units



- De Tomaso purchased Maserati, rescued his first Italian employer from bankruptcy with the assistance of the Italian government.
- He sold his share to F.I.A.T group in 1993.

1975



- Guarà was the final model created by Alejandro. The car was styled by Carlo Gaino.
- De Tomaso went back to his racing roots, resurrecting his trusted and successful formula of a spine 'backbone' Chassis, mid-mounted engine and lightweight alloy components.

1993 - Guarà - 52 units

Generation 2



- Suffered a stroke in 1993 and with failing health, De Tomaso handed over the operations of the firm over to his son, Santiago.
- On May 21st, 2003, the true legend and pioneer in the automotive industry passed away at the age of 74.
- The company went into liquidation in 2004.

2003



- Stylistic depiction of the letter D and T to show faith in the brand and organized the emblem into horseshoes which brings luck.
- A writing of 'De Tomaso' beneath that was written in strict thin letters.

Logo of the Era



- The trademark was bought by former Fiat executive Gian Mario Rossignolo who founded a new company named "De Tomaso Automobili Spa".
- A new company plan called for producing 8000 vehicles: 3000 crossovers, 3000 limousines, and 2000 two-seater sports cars.

2009

Generation 3



- Unfortunately, Rossignolo was arrested in 2012 on account of misappropriation of funds taken from the Italian government to revive the De Tomaso brand.
- Fortunately, De Tomaso is moving on to its next page.

2012



- De Tomaso went back to its original logo, staying true to the brand and De Tomaso' heritage.
- Modernized by rounding the edges, removing the highlight and simplifying the geometry.

Logo of the Era



- Succeeded in the competitions with several famed businessman, Norman Choi acquired the right to the De Tomaso Brand.
- At that time, De Tomaso hasn't produced a car bearing its name since the early 2000s, and is infinitely and rightfully more famous for what it made in the 1960s and '70s

2014

Generation 3



- De Tomaso Joins Hands With Capricorn Group To Build The P72 Supercar. Th retro-styled model was introduced at the Goodwood Festival of Speed.

2019 - P72 - 72 units



- De Tomaso announced the Mission AAR (American Automotive Renaissance), claiming that they are moving the production of P72 from Europe to the U.S.
- They hope that they could help the U.S automotive industry to get rid of the stigma.
- The plans was failed to execute due to COVID-19.

2020



- De Tomaso appointed Ash Thorp, digital artist, concept designer and a car enthusiast.
- He is leading the short film series.
- By tapping creative insights from those outside of the traditional automotive sphere, the next De Tomaso car can be more invigorating.

2022 Feb

Generation 3



- In August, De Tomaso announced that the new factory in Nürburgring, Germany, will start manufacturing for customer by the end of 2023.
- It is estimated that in the first phase of production, each unit would require 1500 hours.
- The construction for 72 units will take 2 years.

2022 Aug



- De Tomaso announced a track-only Hypercar named the P900. De Tomaso only plans to produce eighteen P900s and sell them for the price of \$3 million USD.

2022 Nov - P900 - 18 units

Current Products



De Tomaso P72
De Tomaso P900



De Tomaso P72

A homage to the Original P70

Celebrating its 60th anniversary, the design of the P72 is inspired from the early 60s of the racing prototype era vehicles, the sport 1000, sport 2000 and P70, some of the initial cars that were developed by De Tomaso.

\$1,450,000 USD
Limited run of 72
Debut in 2019

Current Products

DE TOMASO



De Tomaso P900

A vehicle born from passion and history

The De Tomaso P900 is a track-only Hypercar that was inspired by the history and ambitions of Alejandro De Tomaso. It features a 6.2-liter V12 engine that produces 900 horsepower and has a dry weight of 900 kilograms (1,984 lbs).

\$3,000,000 USD

Limited run of 18

Arrive in 2023

Technology



Capricorn Group

Chassis

Apollo

Wind Tunnel Testing

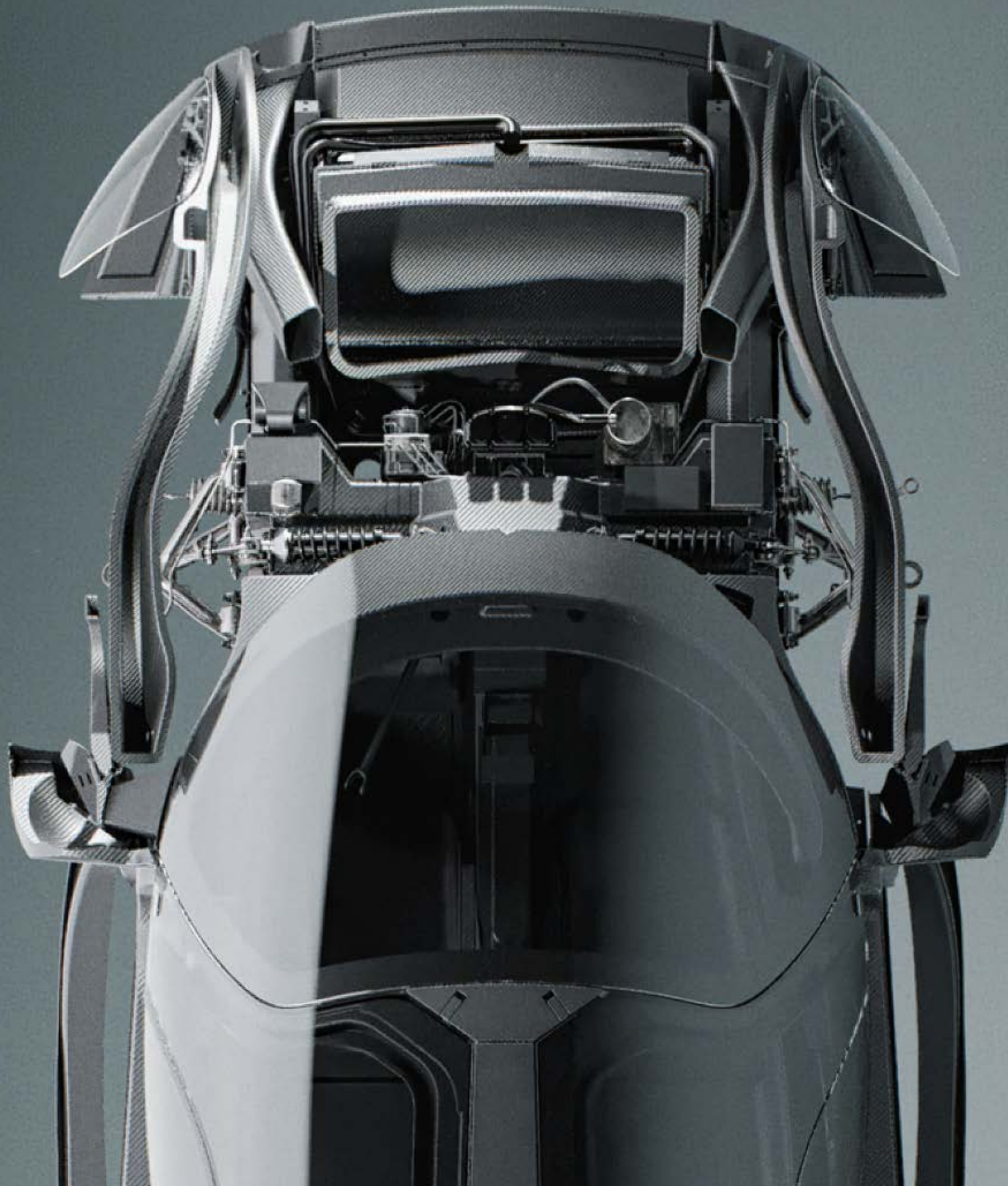
Ford

Roush



Capricorn Group

Engineering group behind the P72. Were also in charge of engineering the Apollo IE, and the Le Mans reigning Porsche 919 LMP1.



Carbon Fiber Chassis

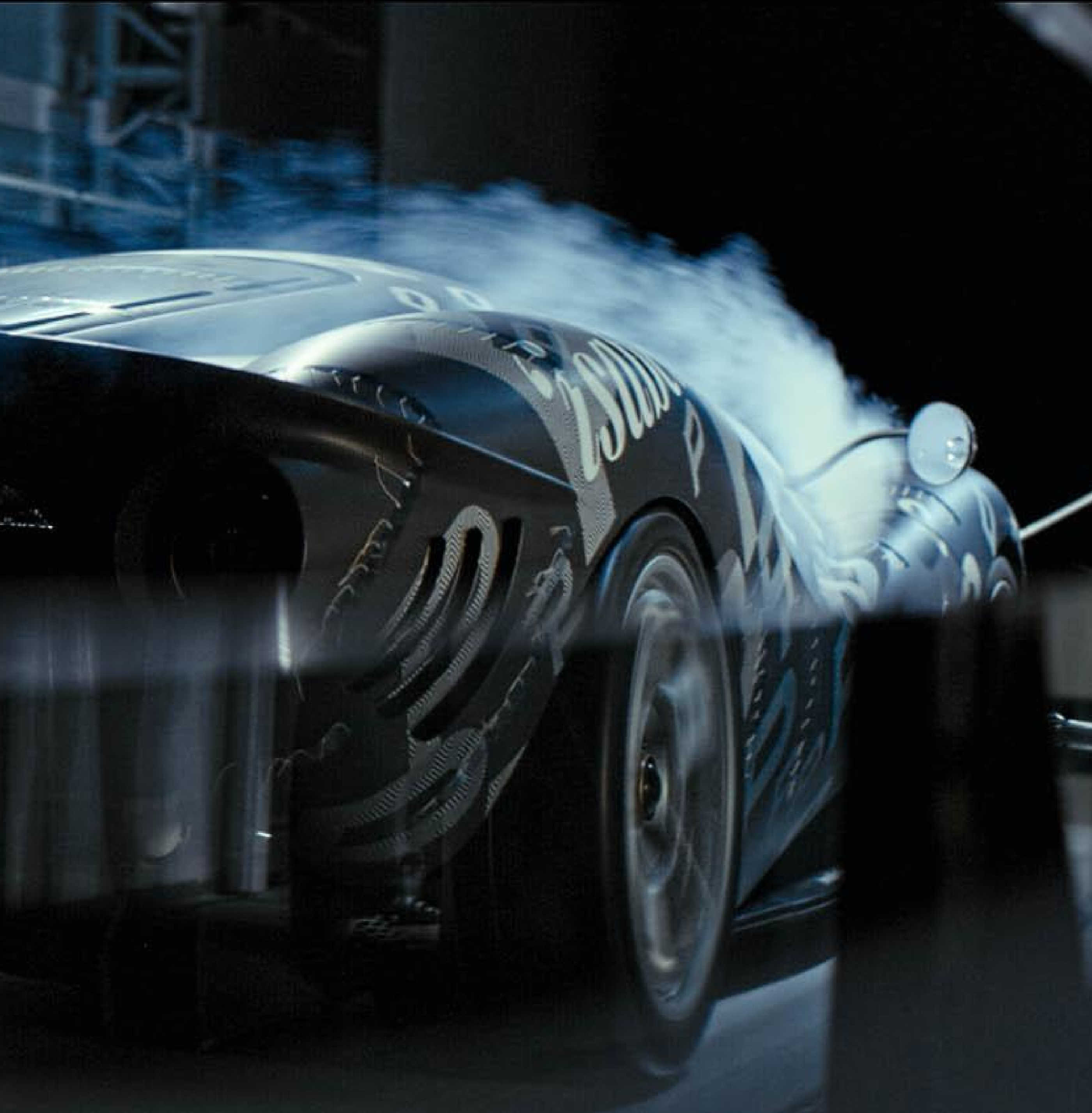
First car to ever have a complete carbon fiber construction. This includes body panels, mono-cock, frame, and crash structure. All carbon fiber is hand laid and takes 3 weeks to construct.



Apollo

Shared DNA

The De Tomaso P72 borrows some of its chassis design from the Apollo IE. Apollo and De Tomaso were both acquired and are now owned by Ideal Team Ventures Limited.



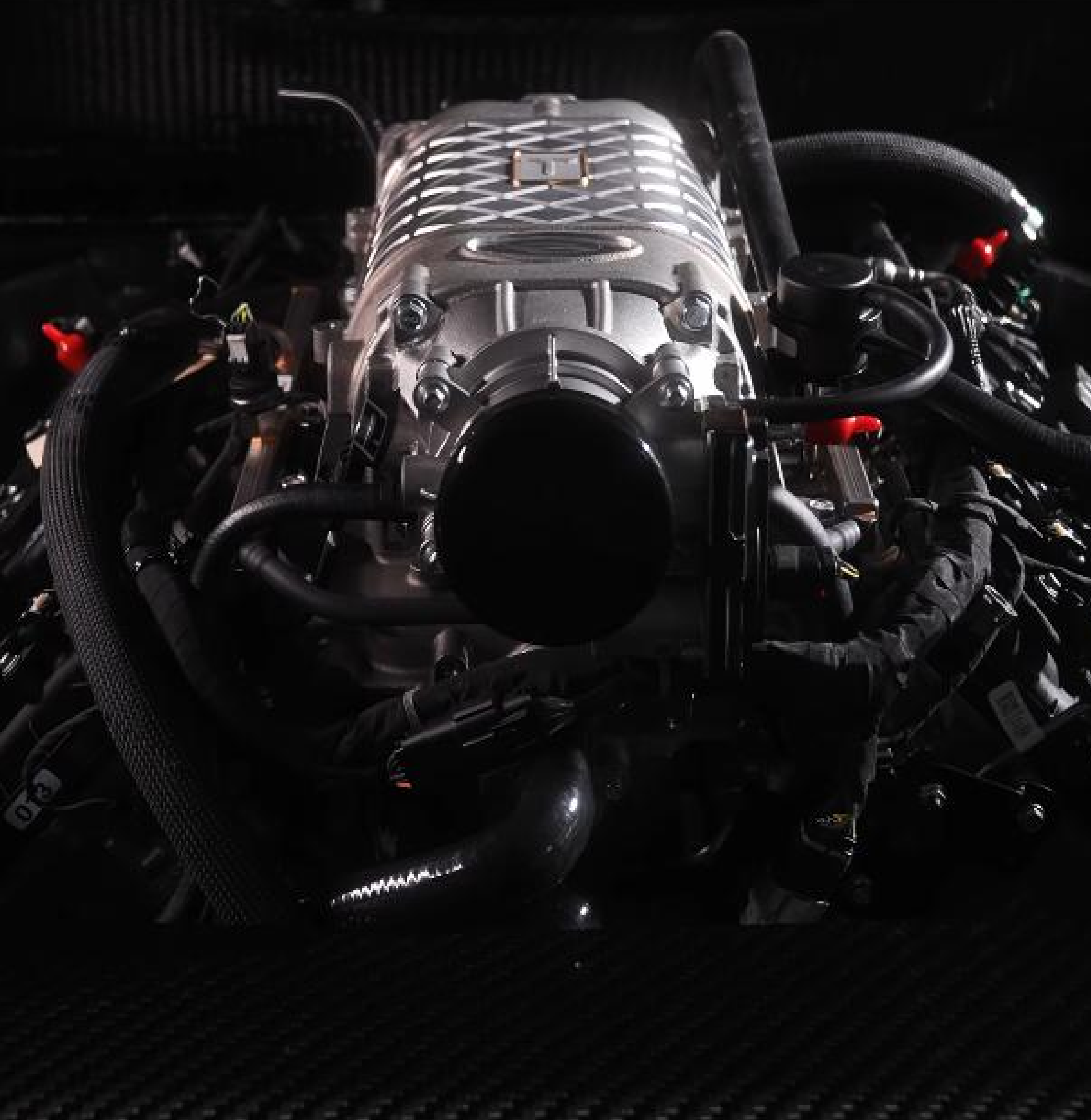
Wind Tunnel Testing

Functionality is just as important as styling for De Tomaso. All cars are wind tunnel tested for efficiency and the design is tweaked to create an efficient and refined driving experience. De Tomaso tests at the Toyota Formula 1 facilities to maintain their race-focused heritage utilizing modern technology



| *Ford*

De Tomaso currently utilizes Ford's Coyote V8 engine as its powertrain for all of its cars. A fuel cell and V12 model have been discussed, but details and specifics have not been discussed as of now.



Roush

The P72 features Roush superchargers to transform the muscle car driving experience into that of a high performance race car.

Design Language



Exterior
Interior



The Exterior

Perpetual Beauty

Pure. Sophisticated. Elegance.

The De Tomaso P72 is a sports car designed with a retro-inspired aesthetic that draws inspiration from classic 1960s and 1970s Le Man prototype cars. The design features clean lines, elegant curves, no crease and a timeless look that pays homage to the era of classic sports car design. As Ryan Berris, De Tomaso's general manager, puts it, the P72's sole purpose is to create a "modern day-time machine that pays homage to an integral part of history and a car with its own provenance.



The Exterior

Continuous Flow of All Surfaces

The most noticeable design of exterior is the generous wheel arch volumes that are perfectly and proportionally balanced resulting in a powerful and elegant stance. The design is inspired by 60s Le Man prototype, meanwhile bringing it back into modern design language. The design is defined by no hard creases on the entire car.



The Exterior

Reviving the Classic Identity

Jewel-like front and rear lights, with a “Y” shaped light on top is the focus highlight of the surface, bringing people back to the 1960s “brightwork” era: anything reflective added to a car to enhance appearance. The inside bulb design is inspired by diamond ring: 4 metal prongs to hold the light bulb like a diamond, which is reviving a classic and timeless identity in the modern world.



The Exterior

Inspired by Pantera Car Wheel

Rather than following the original P70's car wheel design with 8 spokes in the rim, P72 reduced the number of spokes into 5 for aesthetic purpose. Since 5 spokes will look more unstable compared to 8, it will bring more dynamic and sporty feeling to the car. Moreover, the pattern of rim is greatly influenced by Pantera of the complex pattern. P72 changed the proportion of the pattern, enlarging the holes between spokes, but small holes on the spoke remains the same. This is another a modern twist from 60s car design.



The Exterior

1960s' Style of Side Mirrors

The small rounded-bullet-shaped side mirrors were influenced by the side mirror design from the 1960s, when the side mirrors just became required. However, during that era, most of the roads were just two lanes, so the need for side-view mirrors was minimal. As a result, they were considered a luxury.



The Interior

Analogue Nostalgia

The interior represents the period from the mid 1950s to '60s, particularly luxurious design themes in automotive styling that were astonishingly beautiful. De Tomaso took the opportunity to integrate these stunning themes and details with a modern approach, while carefully preserving its origin and intent.



The Interior

Minimal High-Tech Influence

Not only the exterior design, the interior design also comes from designer Jowyn Wong. He looked at the theme around the 60s and 70s beautiful American dial design, applying them into the P72. Moreover, De Tomaso is aiming to minimize the technologically-led influence, such as the big screen.



The Interior

The Emotional Connection with Driver

The exposed gear shift is another sign of showing De Tomaso intended to reduce technological intervention and complexity. The shifter is inspired by original P70, modernized to create a highly analogue and tactile feel. This stick shift design is not just about the performance and how fast one can drive, it's a connection to man, machine and its element of power.

CMF

Exterior

Detail / Graphics

Interior

Color and Finish

The Original Color for Exterior



Because P72 is a homage for original P70, De Tomaso uses glossy red with polished copper as a heritage design from P70, which is a typically Italian combination.

Red with Polished Copper



The P72 also comes with baby blue with silver version, as a representation of their brand color: the color of the Argentine flag on their logo.

Baby Blue with Matte Silver



P900 is built from purple-tinged carbon fiber based on the teaser image from De Tomaso's Facebook official account.

Purple with Polished Gold

Color and Finish

Makeover and Livery for Exterior



In addition to the original De Tomaso's colors, De Tomaso also cooperates with WRAPSIGN, a car-wrapping factory for a full color change. The wrap of first P72 was kept in classic French look, matching the presentation and race on the Le Mans Classic 2022.

White Vinyl Film



Another special design for De Tomaso's wrapping is light pistachio with white racing circles, with the livery of number 72.

Light Pistachio Vinyl Film



The midnight green wrapping-process was a challenge because it comes with extreme contrast between base color red and the midnight green metallic vinyl film.

Midnight Green Vinyl Film



P72

Detail / Graphics

A Grille for Seeing the Engine

A central letterbox grill vents the extreme heat while letting people peer through to see the engine bay – pure old-school super car theater. The grilles themselves features a 'T' pattern intricate enough that they had to be produced using a process called 'chemical etching' to make the hair-thin details accurate and repeatable.

Color and Finish

Interior



White with Matte Silver



Brown with Polished Copper

Material

Interior



The interior comes with diamond pattern on the premium leather of the seats.

Premium Leather with Diamond Pattern



The steering wheel has a flat top and bottom with the top section finished in exposed carbon fiber.

Carbon Fiber on Steering Wheel



A diamond-patterned metal on the center of the steering, surrounding the dials and the gear lever is also matching the quilted pattern of car seats.

Metal with Diamond Pattern

Brand Identity



Brand Proposition
Logo Placement
Typeface



Brand Proposition

De Tomaso

The company is named after the founder De Tomaso.

“For Those Who Demand Extraordinary”

“One of the greatest untold stories in automotive history.”

Tagline

Logo Placement



De Tomaso, Janna Bold type is used on the rear end of the cars in all Caps.



De Tomaso logotype is embossed on a gold ring. This is on the front hood of the car. It is used to embellish.



De Tomaso logo is placed on the lower end of the hood. It is centered and placed where the highlight is captured.



De Tomaso logo is centered on the wheel in the interior.

Logo Placement



De Tomaso, Janna Bold type is used on the inner wheel.



De Tomaso logo is embossed on the engine with a gold rim.
The placement of the logo makes it the first thing you see
when looking into the engine bay.



Hidden logo seen behind the rims of the tire. Little easter eggs.

Current Brand Identity



DE TOMASO

Logo on top and logotype, De Tomaso is centered and underneath. De Tomaso is in all cap case. This is used as the main logo for print.



The singular logo is used as an accent on posters, usually on the top right-hand corner.

DE TOMASO

De Tomaso logotype is used underneath posters and forms as a foot to imprint.



Typeface

DE TOMASO

JANNA Regular

Headline

Playfair Display 48 pt

Bold Italic

Title Case

Body Text

Janna 12-20 pt

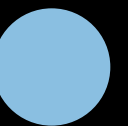
Regular

Blue Line underneath the Headline to separate the headline from the body. The line is evenly space to top and bottom of text.



Brand Colors

Light blue referencing back to De Tomaso nationality, Argentina



The color of passion and energy. Red draws attention, strong and powerful energy that motivates us to take action. It is an homage to the P70.



Pale champagne color referencing back to the 70's palette and red and gold is a classic Italian combination.



Events and Collaborations



Goodwood Festival of Speed

24 Hours of Le Mans

Wyn Design



Goodwood Festival of Speed

Brand Revival

The De Tomaso P72 was publicly unveiled at the Good Wood Festival of Speed in 2019 and marked the revival of the brand.

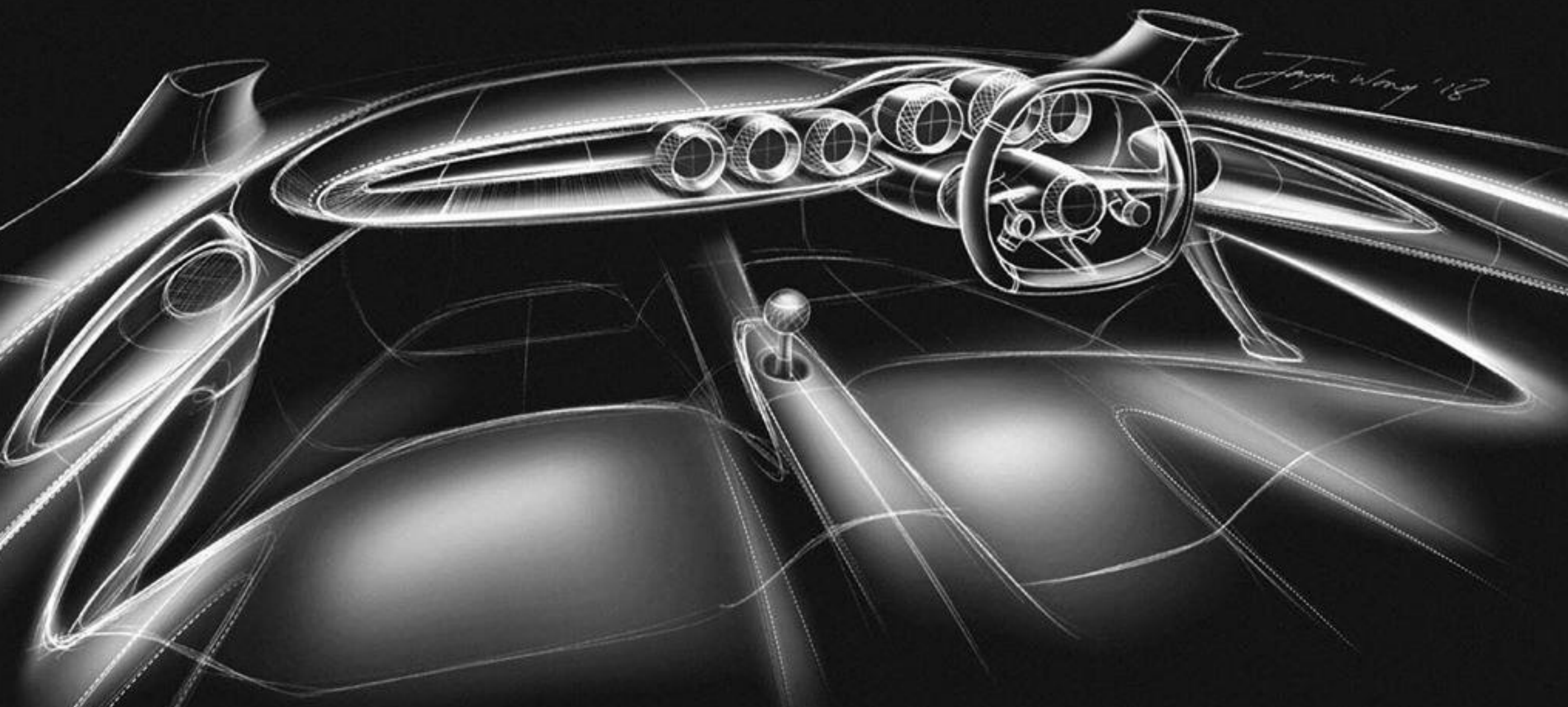
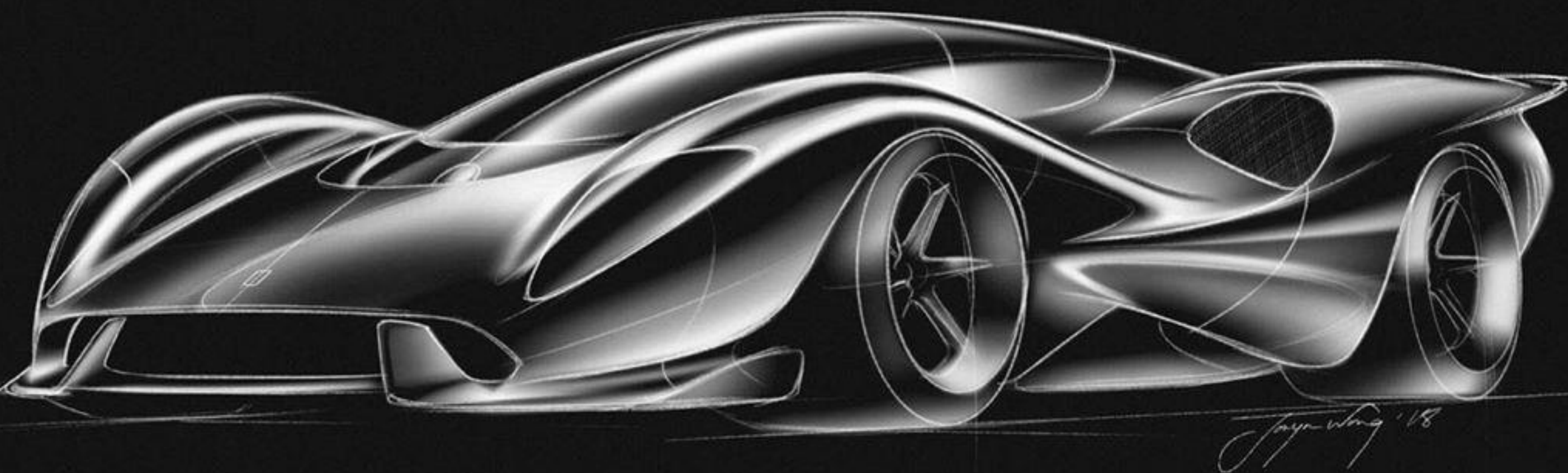
RICHARD



24 Hours of Le Mans

Return to Racing

De Tomaso returned to Le Mans in 2022 after over 20 years, bringing 3 models of their P72 in vintage racing livery. This event was significant to the brand for re-establishing a presence with its racing roots that inspired the design language for the P72.



Wyn Design

Wyn Design is an automotive design firm based out of the UK that were hired to re-imagine what a modern day tribute to a classic Le Mans racecar could look like.

Marketing Strategy



Retail
Advertising
Sales



Retail Official Site

Customers can enter their personal information and the vehicle model they are interested in on the official website. De Tomaso will contact the customer through the personal information provided.

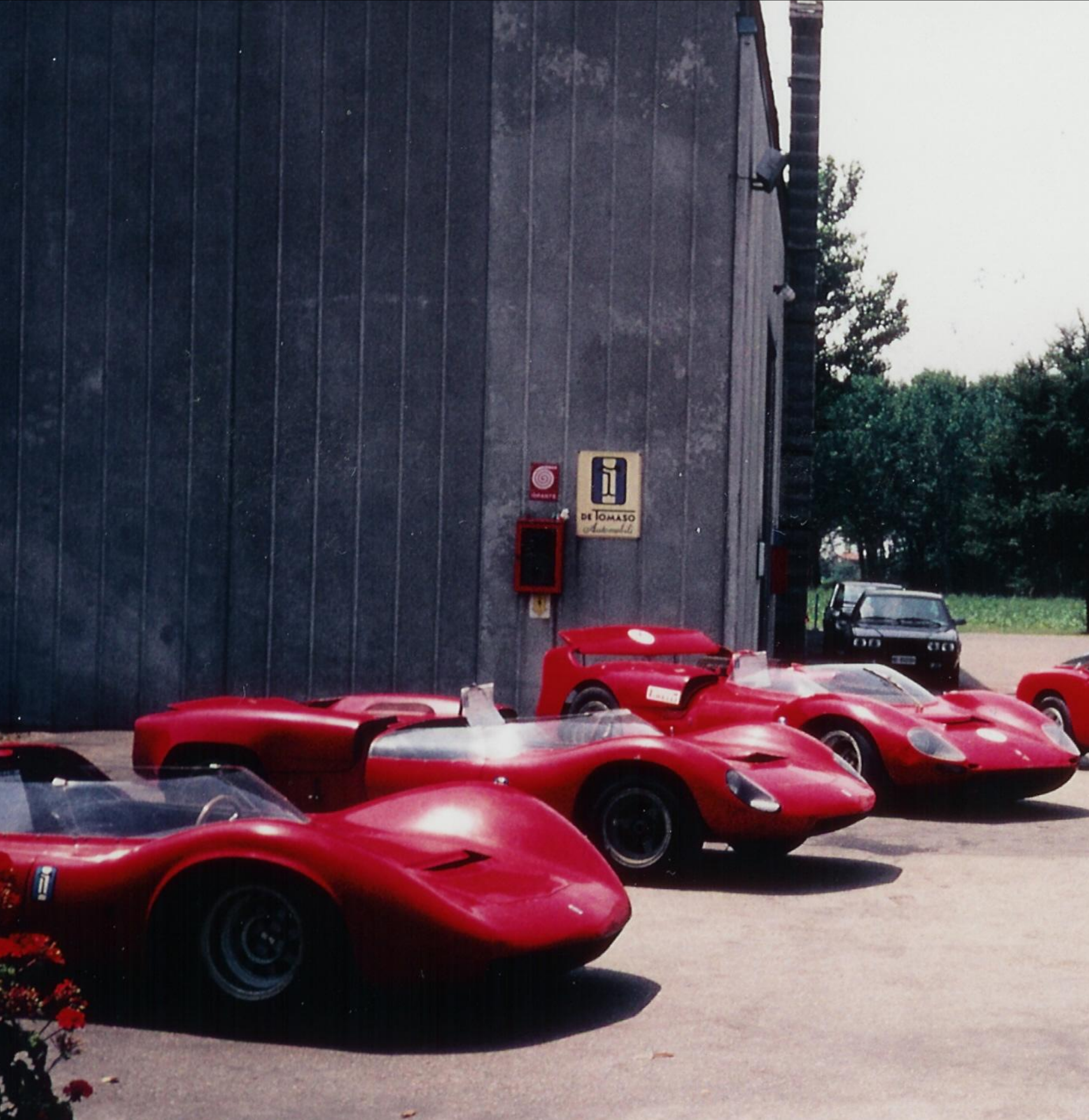


Retail Worldwide Dealers

De Tomaso has dealer partners spread globe.

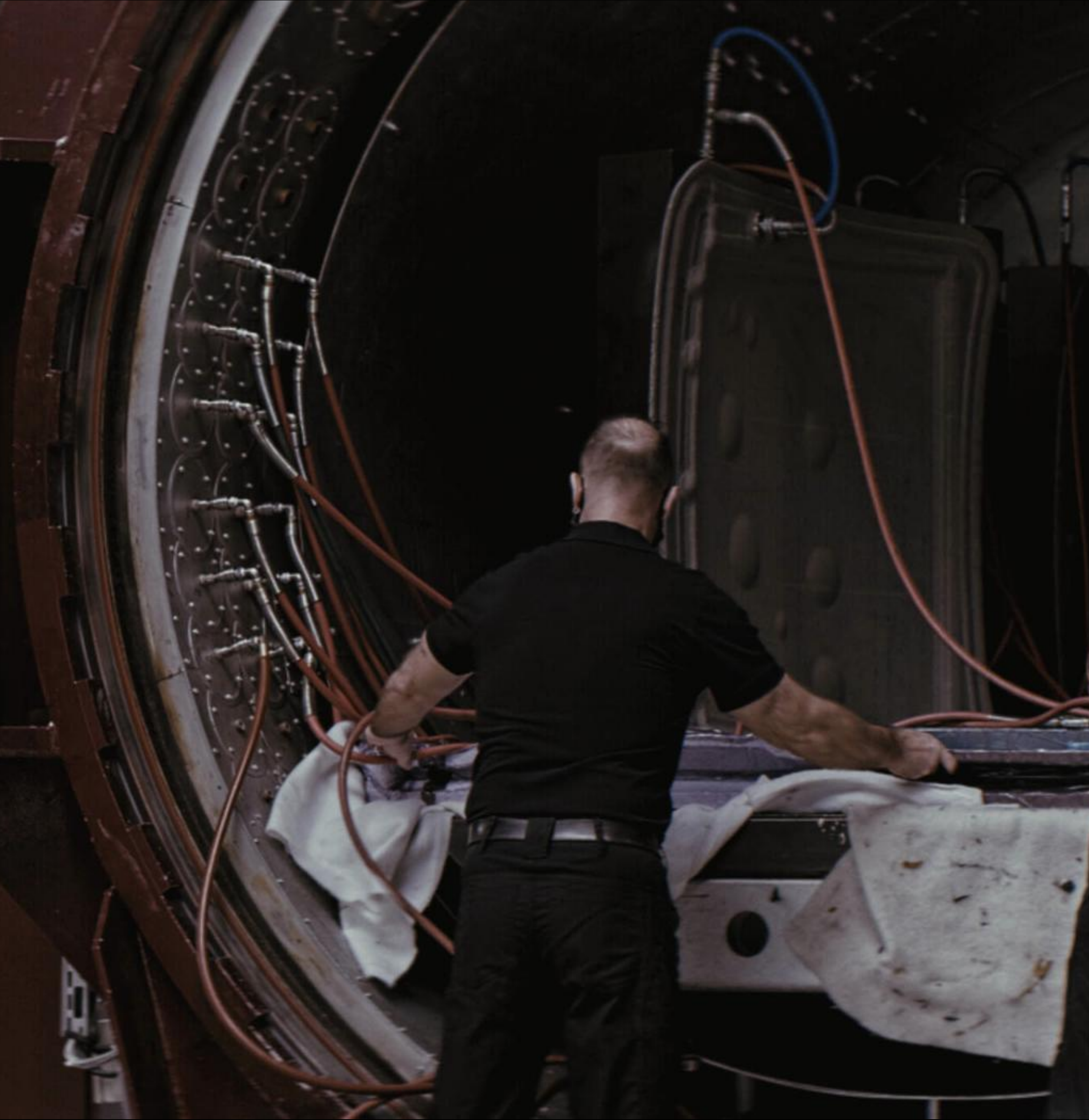
Miller Motorcars
B.I. Collection
Louwman exclusive
SPS automotive

in North America
in Switzerland, France and Monaco
in European
in Asia



Headquarters

De Tomaso was headquartered in Modena, Italy until 2004. Then the P72 will continue development and ultimately be produced at the new, dedicated facility next to the Nürburgring, Germany in 2022.



Limited Run

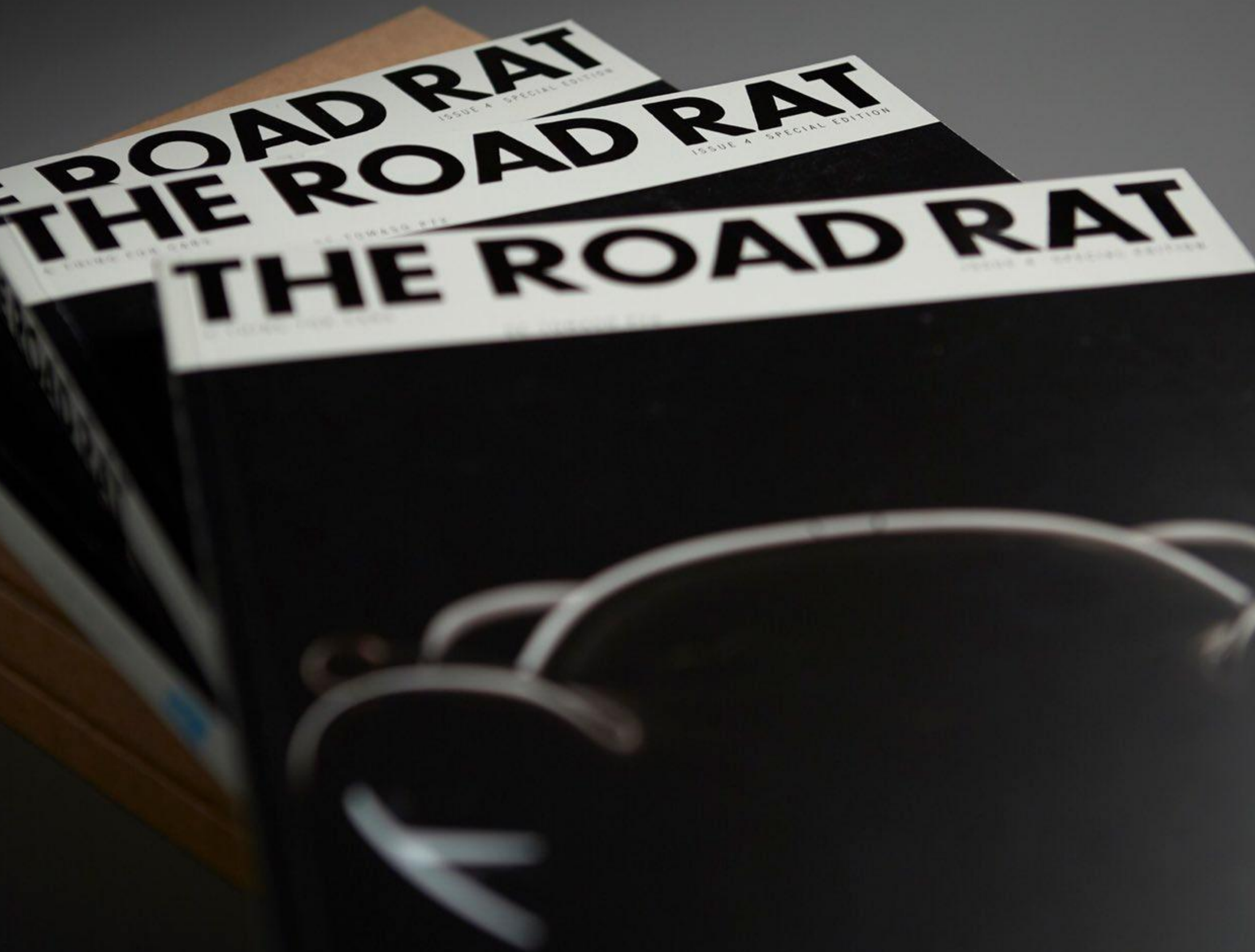
The p72 will remain highly exclusive and only 72 cars will be produced. For p900, there will be only 18 units. Now De Tomaso is accepting registrations of Interest via soft deposits for the limited run.



Advertising

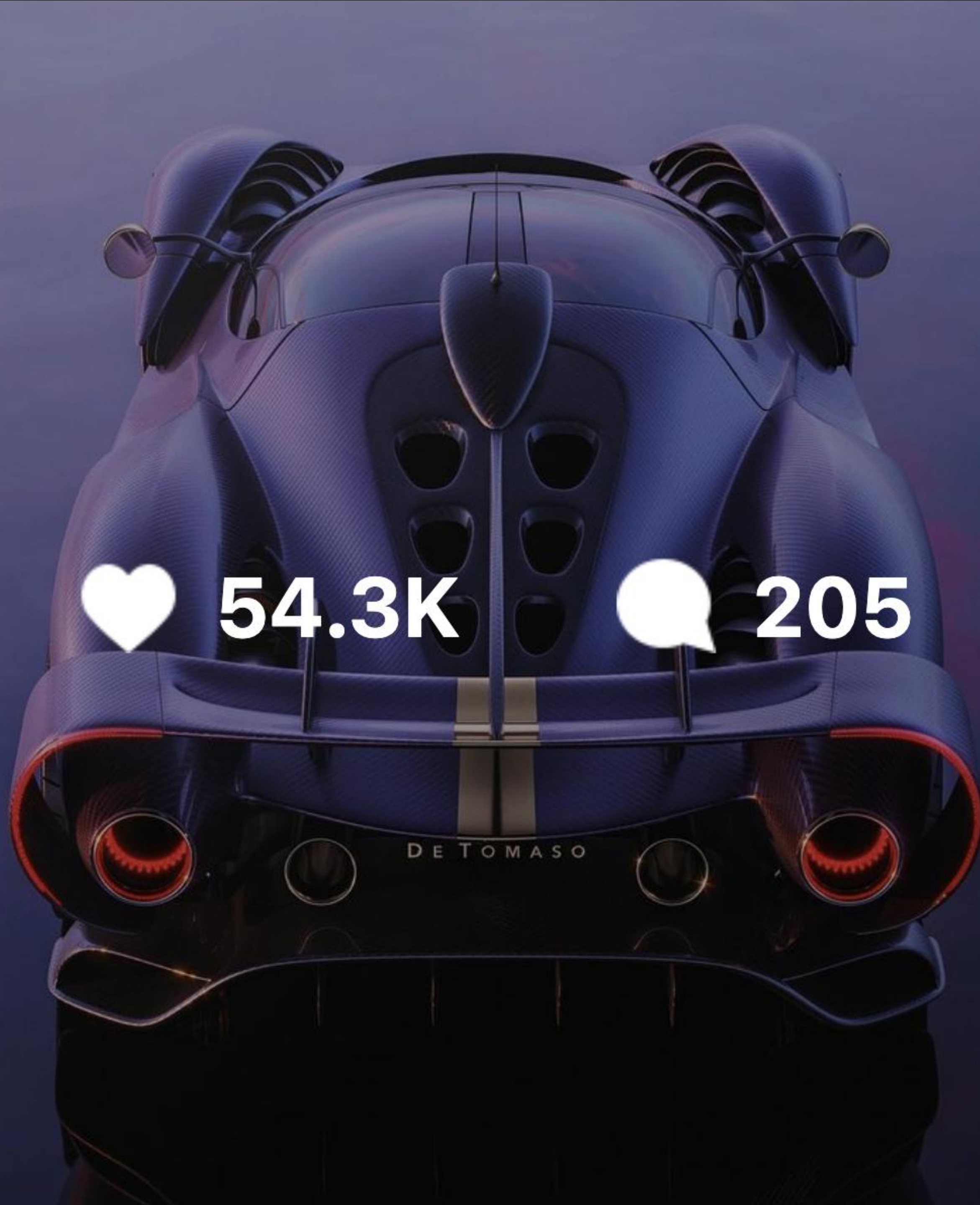
Ambassador- Formula 1 official racing partner

De Tomaso officially announces that Carmen Jordá has joined the De Tomaso family as a factory Development and Scuderia De Tomaso Racing Driver. Carmen Jordá is a development driver for both Lotus Cars and Renault Spirit in Formula 1. She brings influence to De Tomaso.



Advertising Magazine

De Tomaso with The Road Rat magazine released strictly limited 72 copies, each with extra content signed by the P72's designers it went on sale Wednesday 5th February 2020.



Social Media

Instagram @detomaso_official

With 120,000 followers, Instagram has become their primary platform for showcasing the cars. De Tomaso has contributed their attention towards showcasing a vast array of images on Instagram, where their visually appealing presentation has garnered thousands of likes.



De Tomaso Automobili

5.6K followers • 44 following

- Watch Now
- Following
- Message

- Posts
- About
- Mentions
- Reviews
- Reels
- Photos
- More
-

Intro

- Page · Automotive Manufacturer
- [detomaso-automobili.com](#)
- Price Range · \$\$\$\$
- Not yet rated (1 Review)

Photos

[See all photos](#)



Posts

Filters

De Tomaso Automobili is in Italy.

January 18 at 9:31 AM · 🌐

The P72 revisits the spiritual home of De Tomaso

Captured at @villadestelakecomo

... [See more](#)



164

2 comments 16 shares

Social Media

Facebook @De Tomaso Automobili

In Facebook, De Tomaso has deeper connection with costumers. They posts the upcoming racing events and photos. Brand history and stories are also presented on previous posts. Photo style tends to be natural and original.



De Tomaso Automobili | Official

@_detomaso

De Tomaso Announces Strategic Partnership with capricorn & Nurburgring Facility

Press Release: tinyurl.com/detomasoxcapri...

#DeTomaso #Detomasoxcapricorn

detomaso-automobili.com Joined July 2018

195 Following 1,221 Followers

Not followed by anyone you're following

Tweets

Tweets & replies

Media

Likes

Social Media

Twitter @_detomaso

The Twitter account focuses on De Tomaso's promotion, sharing and socialization. De Tomaso updates brand's current news and trends that allows viewers to know by text instantly. De Tomaso also interacts with viewers.



De Tomaso P900 World Premiere

21K views · 2 months ago



0:48



De Tomaso P72 | Road To Production Part 1 'The Assembly'

2K views · 2 months ago



1:13



De Tomaso P72 - Return to Le Mans

13K views · 5 months ago



1:05



'BALLETTTO BIANCO' — P72 Cold Weather Testing

20K views · 10 months ago



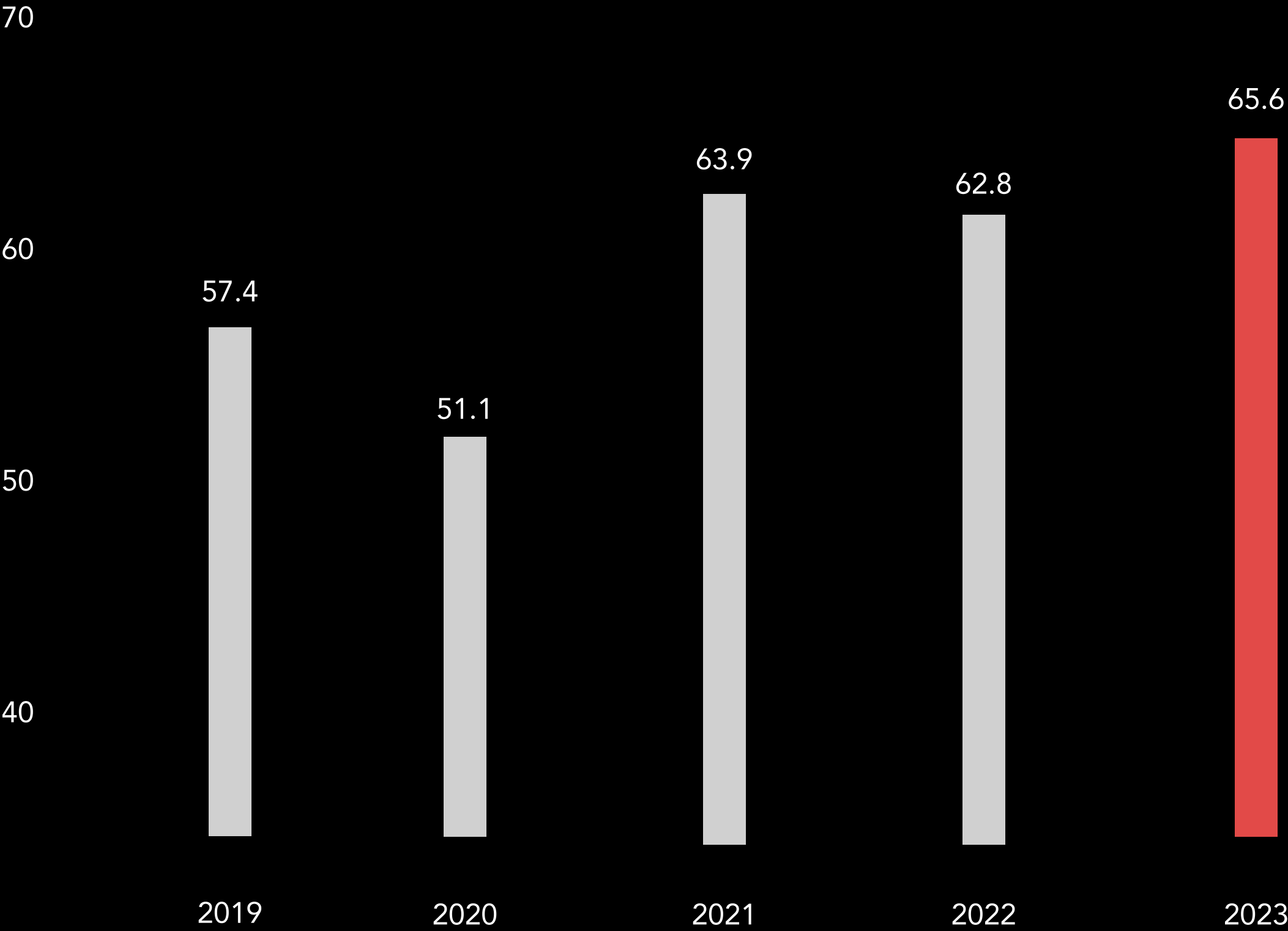
1:11

Social Media

YouTube @detomasoautomobili

The YouTube channel deliver an immersive experience of driving a De Tomaso car. They caught viewers attention immediately by its sound and visual effects.

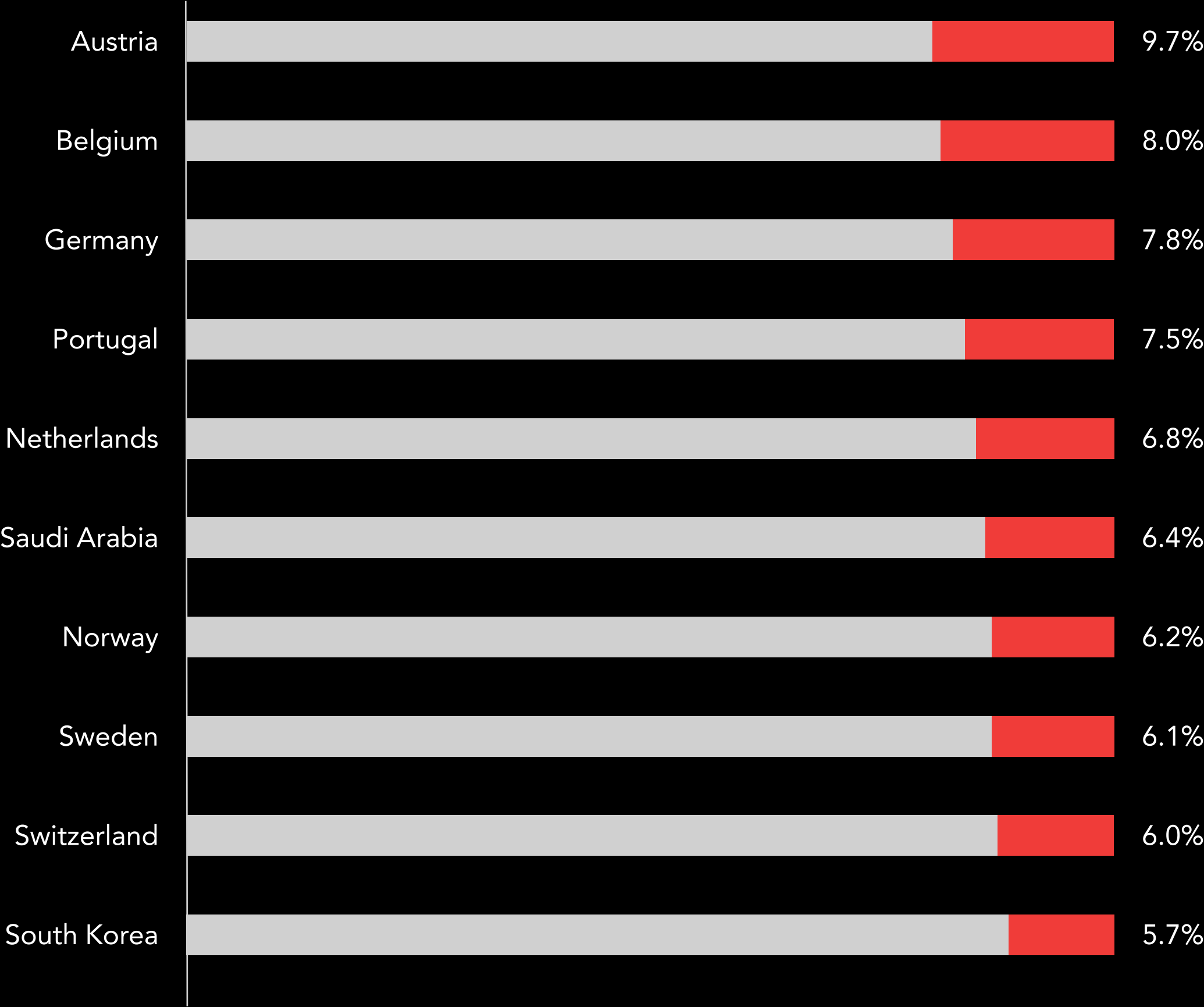
Luxury Performance Cars Market Worldwide, In Billions



Luxury Performance Cars
Luxury Performance Cars Market, Worldwide

Luxury Perfprmance Cars continue to grow globally, and it reach to 65 billion dollars in 2023.

Market Share of Luxury Performance Cars by Region



● Sports Cars ● Other Class Cars

Luxury Performance Cars
Luxury Performance Cars revenue share

With 9.7%, Austria has the largest market share of Sports Cars by revenue.

Customer Analysis



Customer Identity

Persona

Why people buy De Tomaso



Customer Identity

- Stand out from the crowd
- Enjoy the grand touring experience
- Be the center of spotlight



Enthusiast Persona

- Geographic: Europe, North America
- Income: High disposable annual income of \$3 million
- Occupation: Collector and Professional Racer



Why people buy De Tomaso

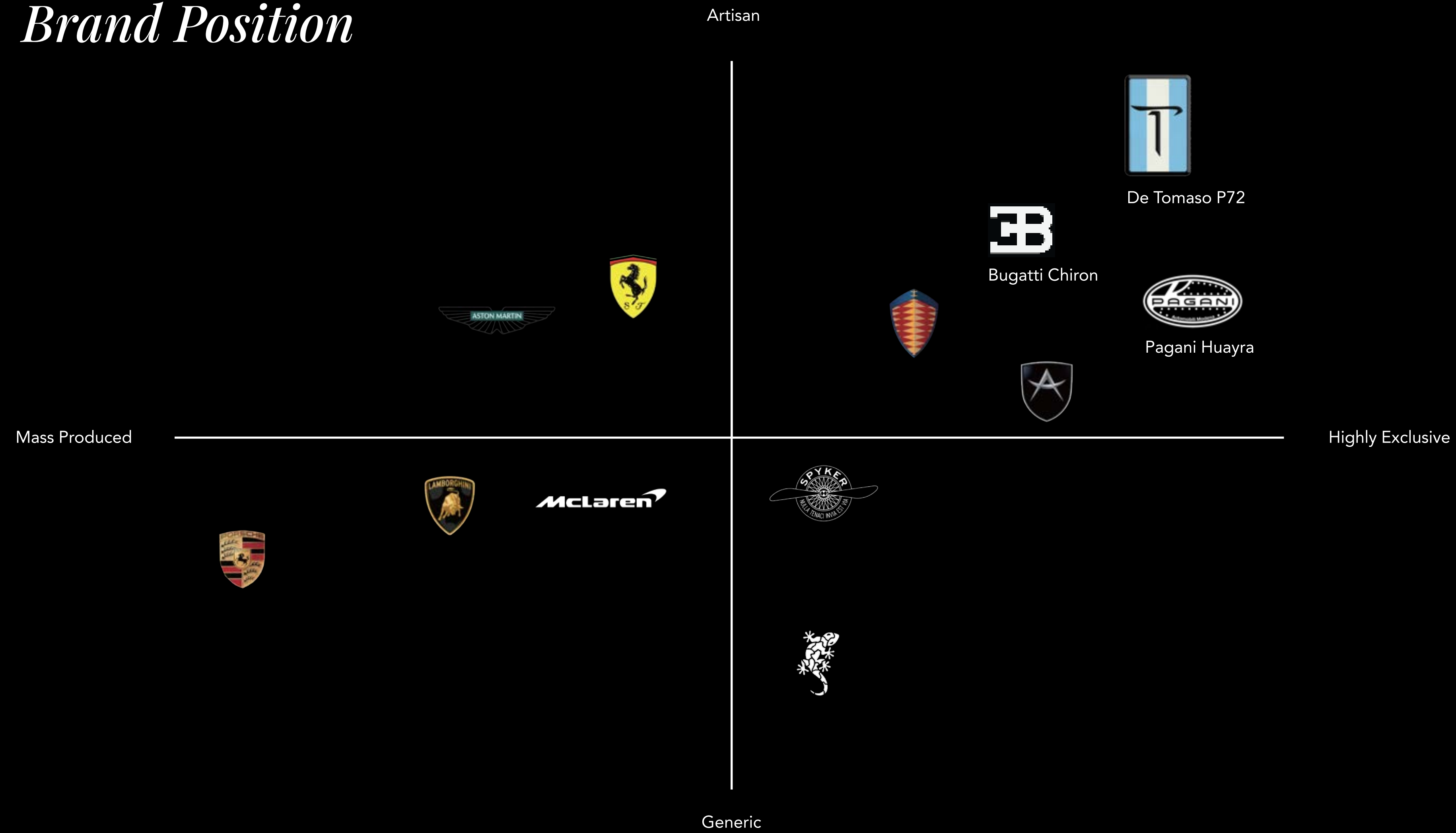
- According to Winkelmann, "the customers, who tend to be very successful in their fields, possess a well-honed instinct for finding value in a purchase."
- Buying one of his cars means you are getting your hands on something that is truly unique.
- Ownership experience is more priority than speed.

Competitor Analysis

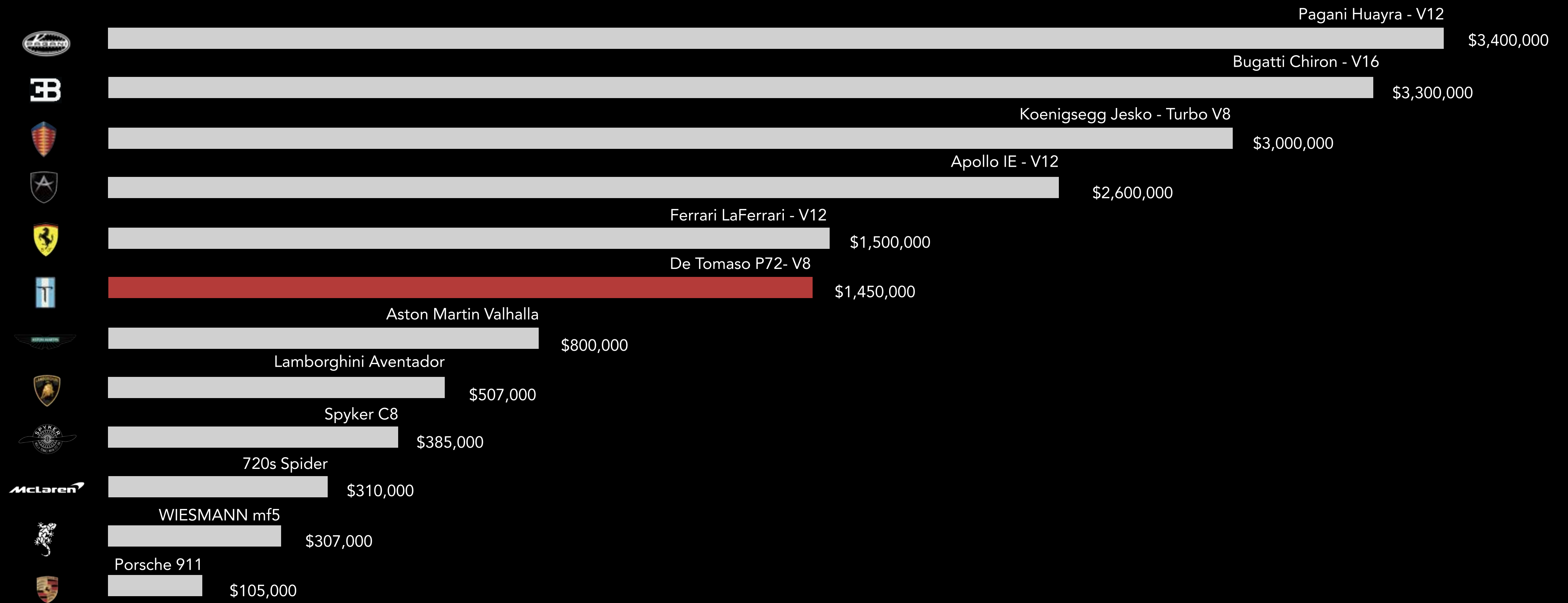


Brand Position
Price Comparison
Model Comparison
SWOT

Brand Position



Price Comparison



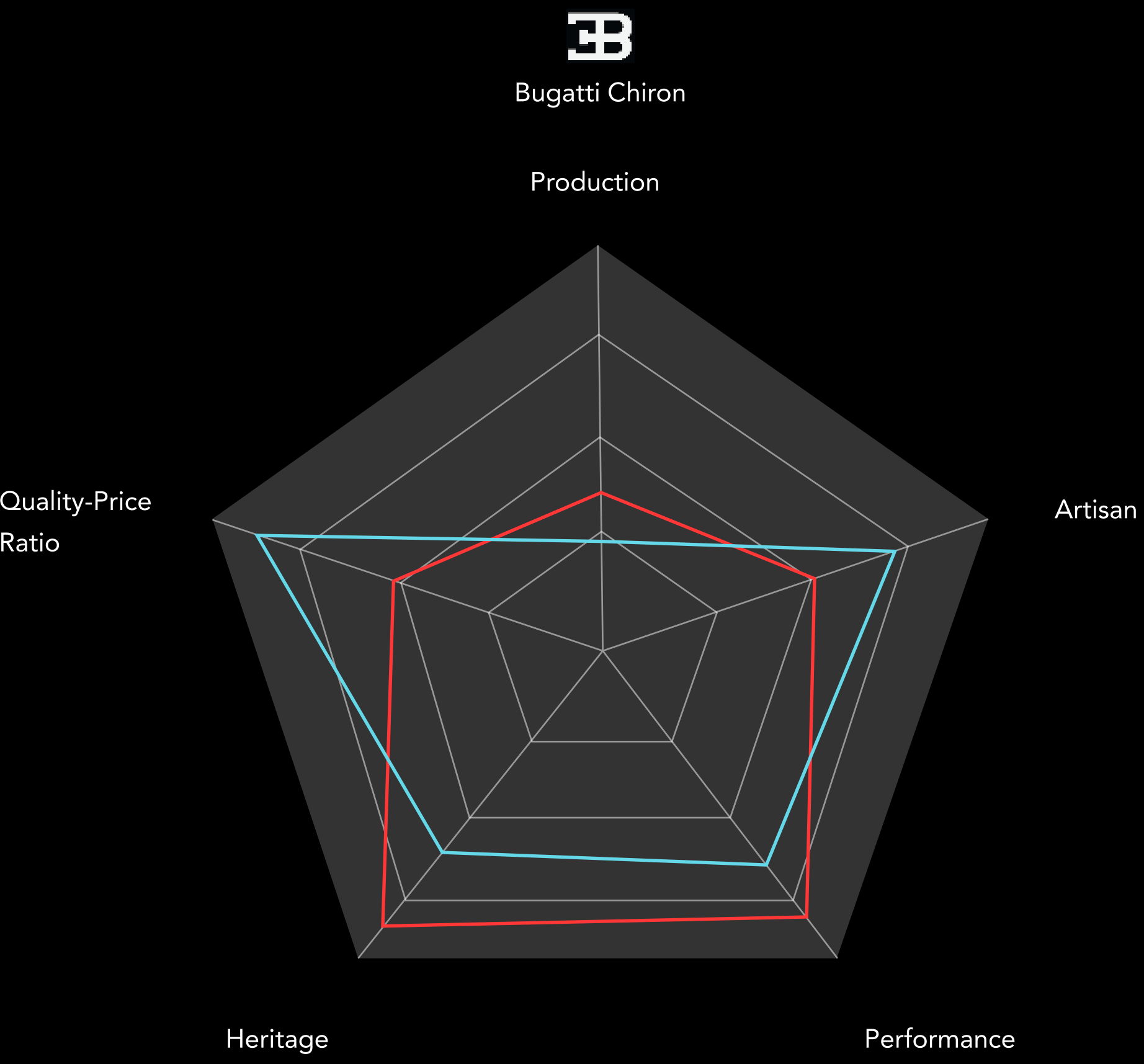
| *Model Comparison*





Comparison

De Tomaso P72 & Bugatti Chiron



-  Bugatti Chiron
-  De Tomaso P72



Comparison

De Tomaso P72 & Bugatti Chiron



Pagani Huayra

Production

Quality-Price
Ratio

Artisan



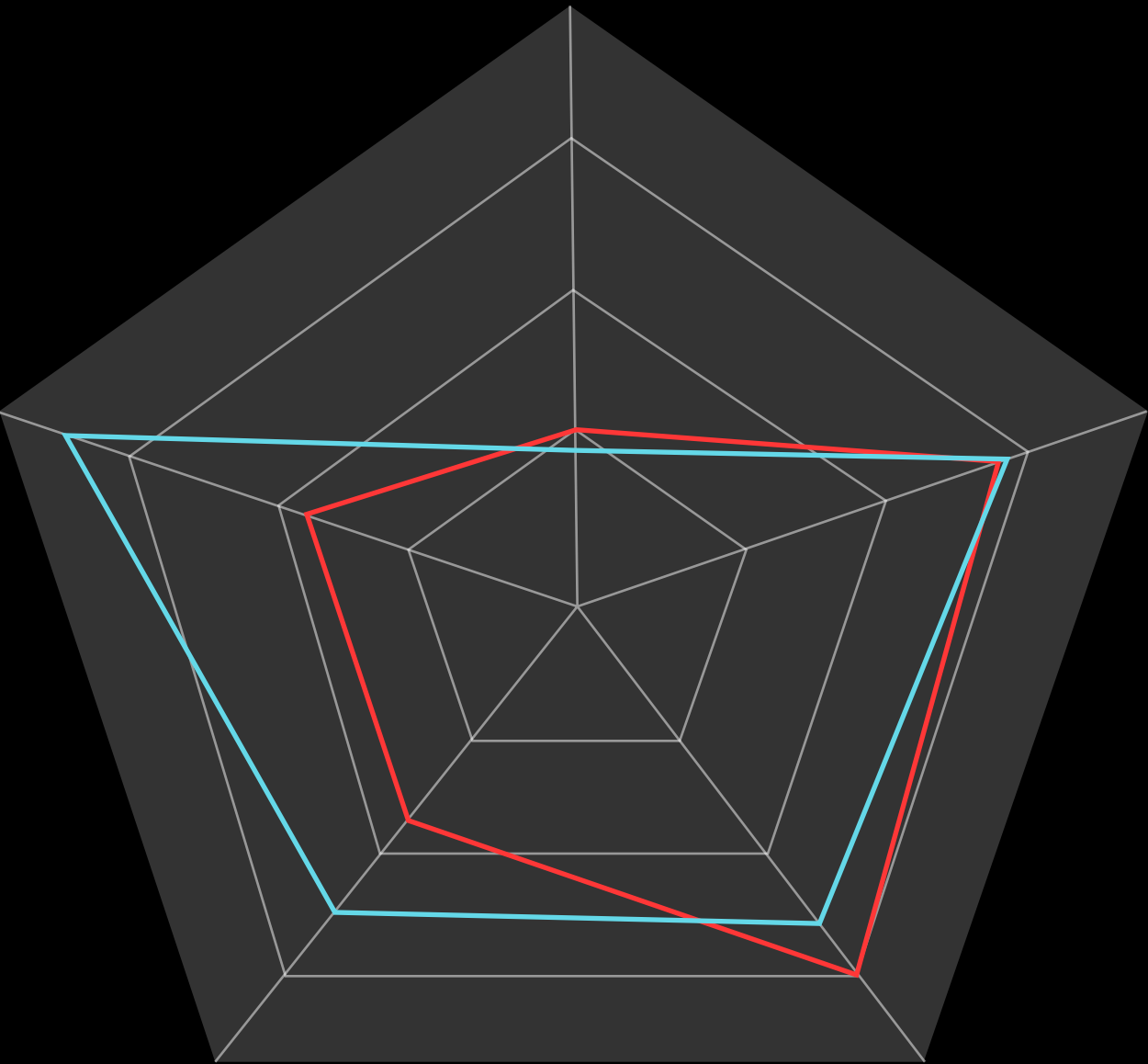
Pagani Huayra



De Tomaso P72

Heritage

Performance



| *SWOT Analysis*

STRENGTH

- De Tomaso's approach to luxury is characterized by their unwavering dedication to the creation process
- An experienced and forward-thinking management team adopts innovative and disruptive methods
- A rich and storied history fosters consumer loyalty

WEAKNESS

- A rich history does not guarantee a strong reputation
- Limited production volume restricts the brand's reach and profitability
- Insufficient capacity for core technology development

OPPORTUNITY

- Growing demand for luxury and high-performance products, especially in emerging markets.
- An enjoyable driving experience encompasses more than just speed, encompassing all aspects of the ownership experience
- A heightened focus on sustainability and electric vehicles is blurring the lines between the physical and digital realms

THREATS

- The physical world is being replaced by a digital trend
- Stringent environmental regulations, which may limit the brand's ability to produce certain types of vehicles
- Intense competition from well-established luxury automakers such as Bugatti and Pagani

Thank You

