



MEDIA KIT

THE ELECTRIC ADVENTURE

Originally a small French manufacturer founded in the 1980s, Venturi underwent a radical transformation when it moved to Monaco in 2000 and became a pioneer and expert in the field of electric vehicles.

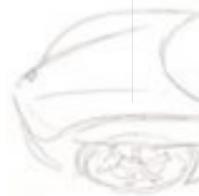


FROM EARTH TO THE MOON

Venturi's story began in 1984: founders Gérard Godfroy and Claude Poiraud decided to take on the challenge of presenting an ambitious GT at the Paris Motor Show. The company enjoyed a sustained period of success until 1995, with its race cars even competing in the 24 Hours of Le Mans. Venturi also secured its place in Formula 1 history, securing a commendable sixth-place finish in the Monaco Grand Prix in 1992. In 1999, the company was beset by financial difficulties and was placed in receivership. When Gildo Pastor purchased Venturi and moved its head office to Monaco in 2000, the entrepreneur took the strategic decision to focus on

high-performance electric vehicles, ushering in two decades of innovation, adventures and world firsts. These included: record-breaking vehicles, concept cars, expeditions in hostile terrain, polar exploration vehicles, supplying motors to the French PSA Group and eight years competing in the World Formula E Championship (including four years as both a constructor and a team). The Venturi Group represents and demonstrates the full potential of electric vehicles, proven by the fact that it holds all of the world speed records in this category (and the "fuel cell" category) on either two or four wheels. In 2020, at the behest of Gildo

Pastor, an electric lunar rover programme was established. Venturi space (France · Switzerland · Monaco · USA) was founded and a strategic partnership was forged with a 100% American company based in Los Angeles, Venturi Astrolab, Inc. The two centres are working with Venturi's historical base in Monaco. Together, the three companies are designing, developing and building FLEX, a multipurpose lunar vehicle, in response to NASA's call for proposals under its Artemis programme.



INNOVATION IS A BUSINESS



**GILDO PASTOR,
PRESIDENT OF VENTURI GROUP**

A passionate entrepreneur and experienced driver, Gildo Pastor is a visionary with a keen interest in technology. In the late 1990s, he had faith in electric vehicles, and there weren't many people who shared that faith back then... In 2000, when he bought the French sports car manufacturer Venturi, and despite the fact that electric vehicle technology was in its infancy, he decided to shift the company in a surprising direction. From that point on, Venturi would specialise in high-performance electric vehicles, ushering in two decades of records and world firsts.



**SACHA LAKIC,
STYLE DIRECTOR**

Fascinated by motorcycles and cars, Sacha Lakic cut his teeth working on interior design for Peugeot before joining MBK-Yamaha. A series of collaborations followed. Sacha continued to focus on motorbikes, working with French brand Voxan Motors for whom he designed the Black Magic. Sacha Lakic has collaborated with Roche-Bobois on furniture and interior decoration. In 2001, fate threw him into the path of Gildo Pastor. Very quickly, the two men became friends and a working relationship developed. Sacha Lakic has been the Group's Style Director ever since. He also designed Venturi's premises in Monaco.

SPACE VENTURE



PRESS KIT 