



T U S H E K



July 2023

## Tushek introduces its new design DNA and previews the concept of the upcoming model.

Known for some of the most agile and lightweight hypercars in the market, Tushek's principles of manufacturing have always prioritized critical performance over the styling of its cars.

This led to the creation of very individualistic models through the years, models which are more related to pure racing cars than "normal", daily driven hypercars.

"We want to build the most beautiful racing hypercars, nevertheless the racing spirit prevails when designing our models. We're pushing the limits on design with the sole aim of achieving track performance" is what Aljoša Tušek, the founder and CEO of Tushek, explains when he discusses the design of Tushek models.

Manufactured at the company's workshop in Slovenia, Tushek cars and prototypes are truly hand-made built, one by one, in the same racing spirit and using the same methods like in a Le Mans pit box. Using entirely the in-house competencies and Slovenian based suppliers, all Tushek models have been perceived as stand-alone in a market populated with hypercars and supercars that share similar design traits.

With a history of 15 years of individual builds, Tushek has produced cars which are recognized for their nimbleness on track and their lightweight, as recognized by prestigious automotive journalists who tested our models through the years.

Such principles of design have also led to the creation of the TS 900 line, first presented in 2018 with a 1:1 power to weigh ratio, later updated in 2020 with the introduction of the upgraded TS 900 Racer Pro version, with a 1,13 : 1 power to weigh ratio, which is still the holder of the "Lightest Hybrid Hypercar" in the market, despite numerous established manufacturer brands trying to achieve at least the same performance.

## Entering a new phase

The record power to weight ratio for a hybrid hypercar was achievable also by using Tushek's own e-drivetrain, the only direct to wheel electric drivetrain in the market, providing a record 13 HP per kg of direct weight.

Developed by Tushek team since 2012, it became the main focus of the company during the last years as it is potentially the future drivetrain of many performance cars.

"Once we identified the immense potential our drivetrain has for the performance cars market, we concentrated the engineering efforts in the last years to finalize all aspects and patent globally this technology. We have used extensively our latest TS 900 Racer Pro as testing mule for fine-tuning the last details of our e-drivetrain and make it ready for serial manufacturing and commercialization. Drivetrain technology aside, Tushek's core aim remains the manufacture of ultra-performance cars. This is the reason why, in parallel, during the last 3 years we worked strenuously to develop a family of new models where our drivetrain will prove its unparalleled performance and especially the flexibility of manufacturing of a wide array of models using one technology. Our next immediate phase is to move forward and aim for a wider presence in the hypercar market." explains Dragos Gheorghiu, Chief Commercial Officer of Tushek.

## It all starts now with a new signature design DNA

Consistent with the company expansion plans for the next years and the aim of competing at highest level in the hypercars market, Tushek decided it was the right time to renew the design DNA and to bring a unified design language to all of the upcoming models.

Developed from the strong heritage of the previous models and maintaining the racing spirit, the new design criteria are meant to bring a futuristic interpretation of what a racing hypercar will be.

Brought to life by the talent of Tushek's young Slovenian design team in cooperation with an established Italian design studio, the merger of Slovenian talent with Italian experience and vision has produced a set of uniquely identifiable, signature design elements, into a solid, concrete vision and a consistent design line.

The result is a futuristic reinterpretation of Tushek historical design elements, refined and adapted for the extreme aerodynamic performance central to future Tushek models, combined with new, unique elements that represent the future of Tushek brand.

No doubt, the most unique element, central to the new DNA, is the eagle shape of the roof. Named "Orel", like the Slovenian word for the mountain eagle, this shape is shaping the entire character of the cars, and together with intertwined, floating like surfaces, provide the dynamism and underline the "lightness" of Tushek cars.

"We want to develop models that are at least 10-15 years in advance of the market, and the combination between the 'Orel' and the rest of character lines make our new DNA unique in the world of performance cars. There is, without doubt, no way you can confuse our cars with other brands, no matter if you are about to be overtaken and you see it in the mirror, or you are watching from the rear. The entire car is a fluid futuristic piece of performance art. And we are so eager to introduce it soon to the world." says Aljoša Tušek.

## **Next, the preview of the TS XX00 concept, a futuristic 1,2 : 1 power to weight ratio hypercar.**

The new design language will be implemented starting with the Tushek upcoming model, codenamed TS XX00, part of a family of models that Tushek will launch in the next 5 years.

Tushek will release in few months a preview of TS XX00 concept, one of the most futuristic cars to be launched in the next years, a hybrid hypercar with a power to weight ratio exceeding 1,2 HP : 1 KG. Although the real target performance figures are significantly higher, Tushek's team wants to keep expectations low. "We don't like to overpromise and not deliver. These figures are the less optimistic version." is what the owners are stating.

The model is bound to have more than 1500 HP and a very low weight. It will be available with either a V6 or V8 in the rear (customer option), both racing engines from FIA categories and both exceeding 800 HP. The front drive will be the patented Tushek e-drive (T-DED), an updated version that will deliver more than 500 kW power.

Although the electric drive is intended for performance use on the track, in perfect symbiosis with the petrol engine, the new model will be a plug-in hybrid with the possibility of driving exclusively in electric mode.

Likely range in pure electric mode will be over 75 km (WLTP standards).

Tushek is also emphasizing that it's possible to drive in pure electric mode without limiting the speed, a fact which is completely unique in the world of hybrid performance cars (just think of one of the most acclaimed performance hybrids, which limits its electric mode only to 130 km/h).

It all comes down to the advanced technology of the Tushek e-drive and its efficiency (at least 20% improvement according to Tushek), compared with what the automotive industry is using today.

# Manufacturing the future

For its upcoming models Tushek has started from scratch and engineered everything new. There is nothing inherited from its older models, as the company aims to compete and overtake in performance prestigious names in the hypercar market, brands like Bugatti, Pagani, Koenigsegg, etc.

And for such expansion of Tushek into manufacturing and commercialization of its new models, a new manufacturing concept had to be put in place.

“It was clear from the beginning that we either need to invest heavily into establishing our own manufacturing facility and spend in this way hundreds of millions, or to look for specialized partners that fit our business model and principles. We opted for the second option, as we strongly believe overspending does not always bring the desired results, at least not for our business, where volumes are really low and the cost of manufacturing is extremely high. Also, it’s always better to have the best in the world working on each part of the cars. Each one does what they know best.” explains Aljoša Tušek.

Few exclusive manufacturing partners were selected for the critical parts of future models, all of them having extensive experience in motorsport and ultra-high quality level parts that respond to most demanding standards. All partners have a regular supply in F1, LMP, GT as well as ultra-luxury cars.

“We found a great way to manufacture ultra-high-quality cars while still preserving the racing spirit, requirements, and standards. Each partner manufactures with the highest quality the parts and the final assembly takes place in Slovenia, where the cars are also getting their exceptionally powerful drivetrain. Of course, this new manufacturing concept is done exclusively under Tushek specifications and control and the final seal of approval of Tushek. A Tushek car always remains faithful to the Tushek spirit” said Dragos Gheorghiu in conclusion of previewing the future of Tushek.

## **Media Contact:**

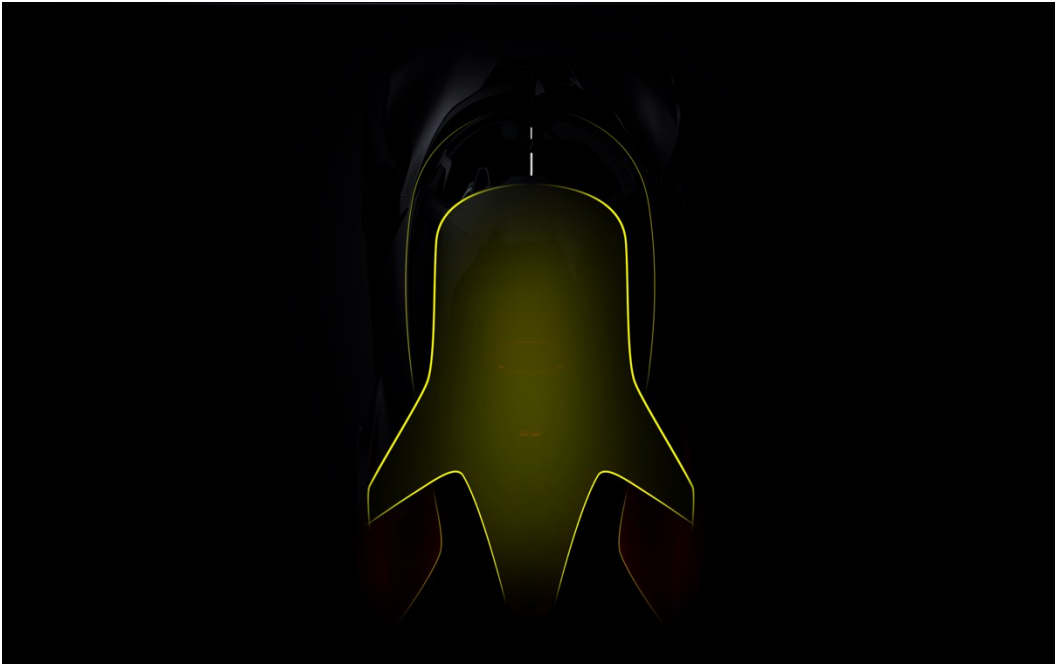
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# Images

1. The young Slovenian design team at work.

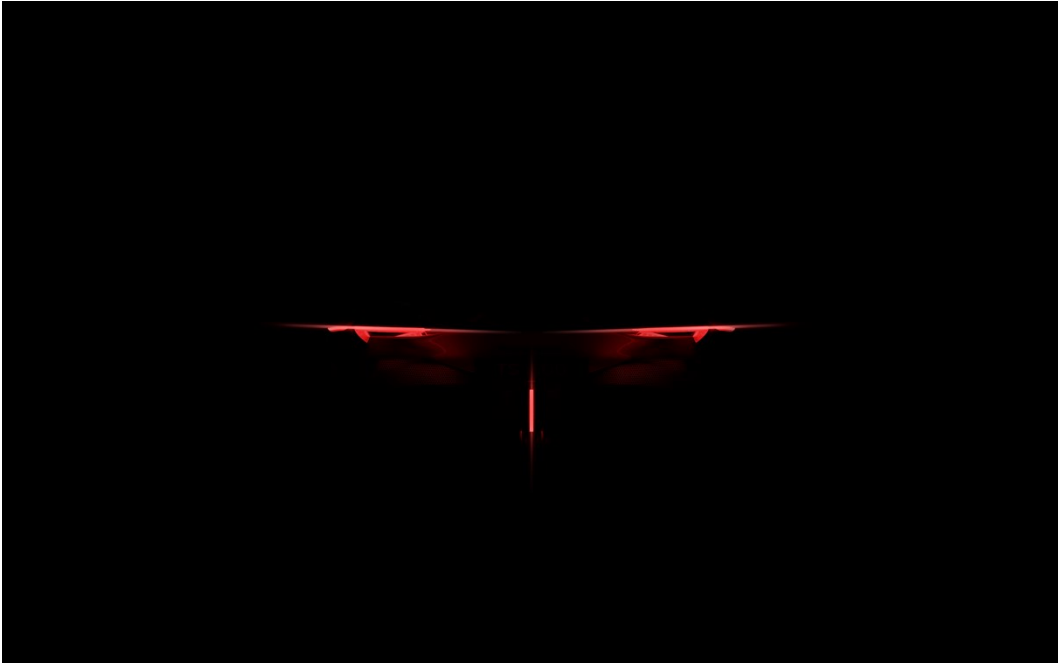


2. The central new element of Tushek design language is the the OREL shaped roof (originating from the Slovenian mountain eagle - in Slovenian called Planinski Orel), to become a signature of all future Tushek models, being inspired by the gliding of mountain eagles while in search for prey, a perfect example of aerodynamic efficiency.

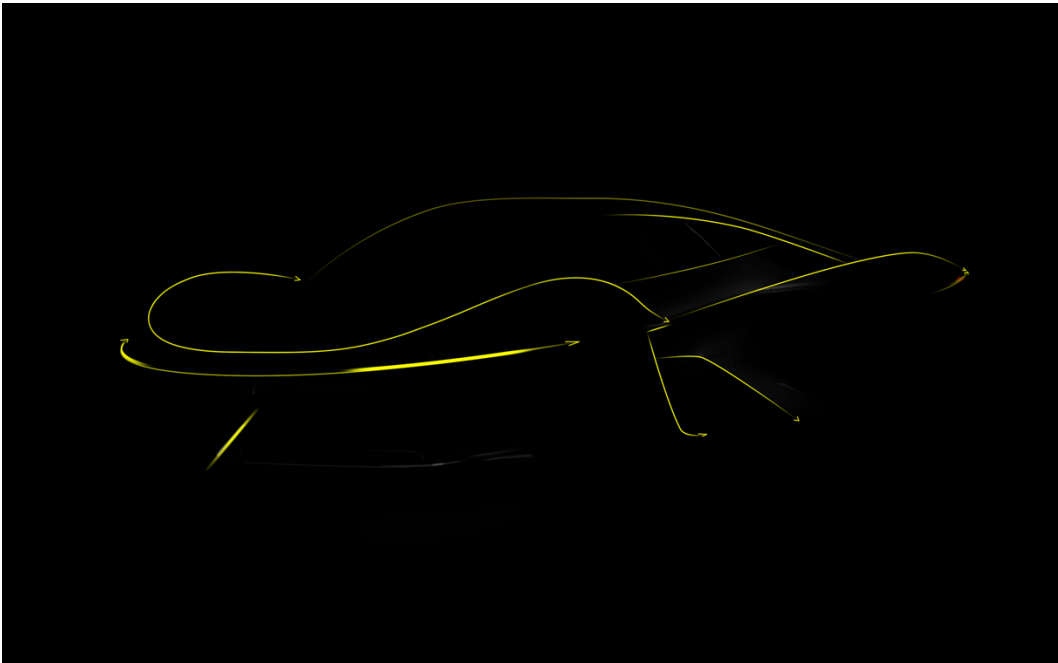


3. Also, a new element, the T-shaped Daytime Running Lights and Taillights, create a lighting signature in both front and rear of the car that strengthen the character lines and make the car immediately recognizable as a Tushek.





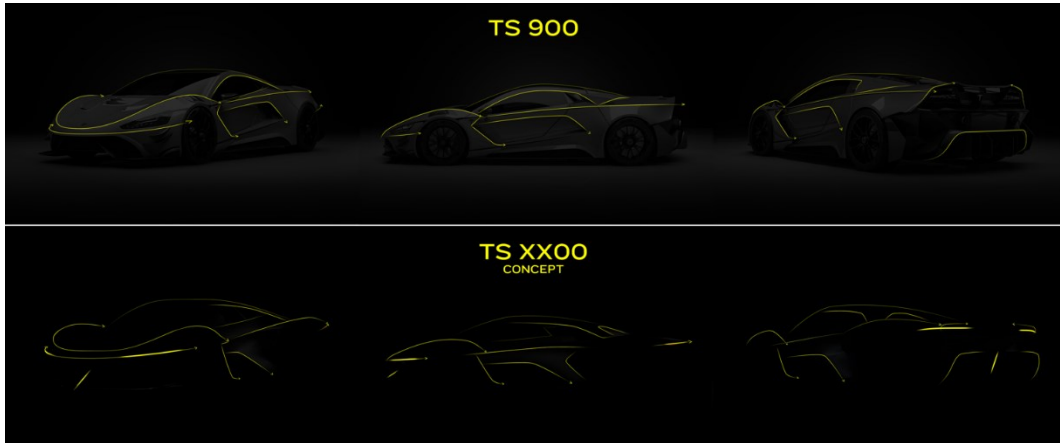
4. A heritage Tushek trait is the double character line dominating the front of the car, reimaged to prioritize the new, larger frontal aerodynamic surfaces that provide a smooth airflow.



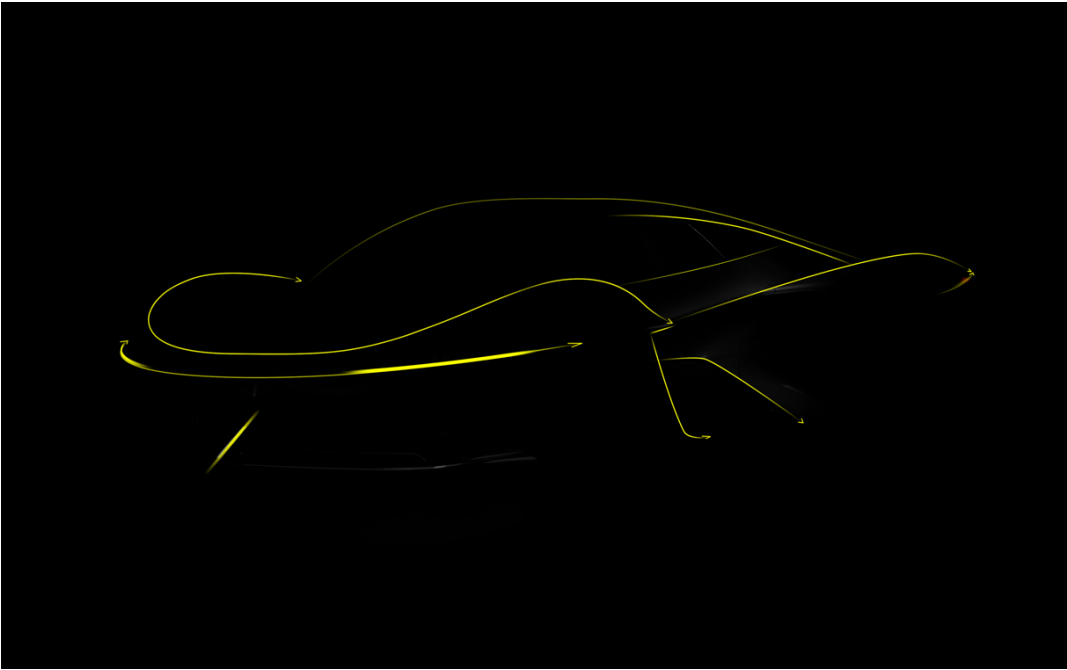
- Another heritage trait is the typical Tushek side intake line, which is now reinterpreted as an important aerodynamic separator, perfectly complementing the OREL shaped roof.



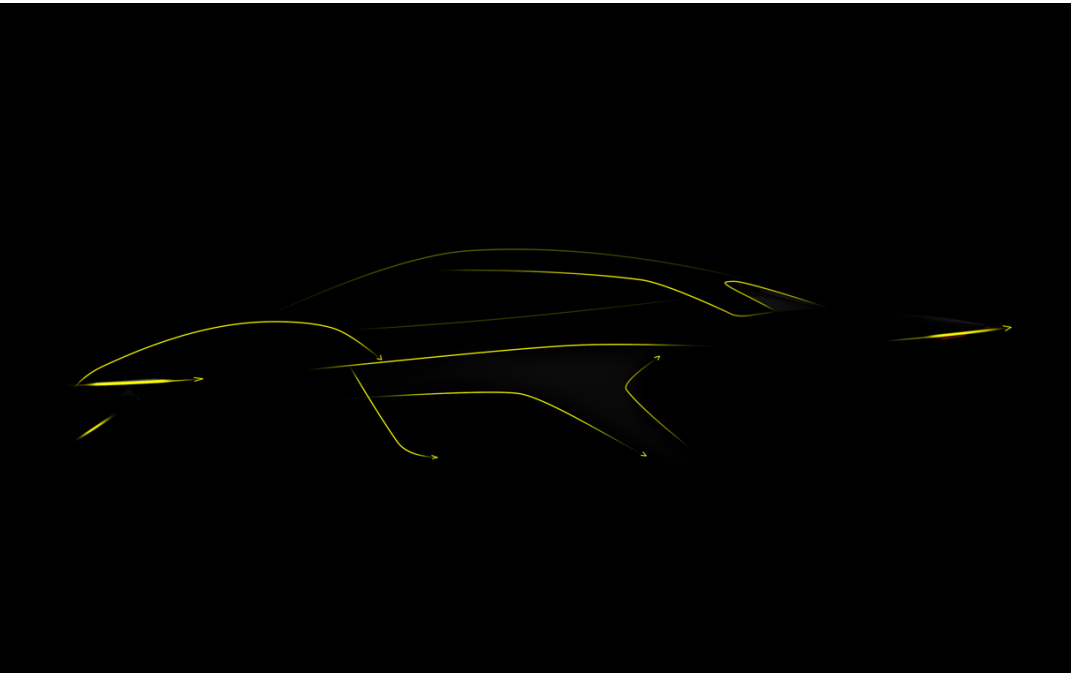
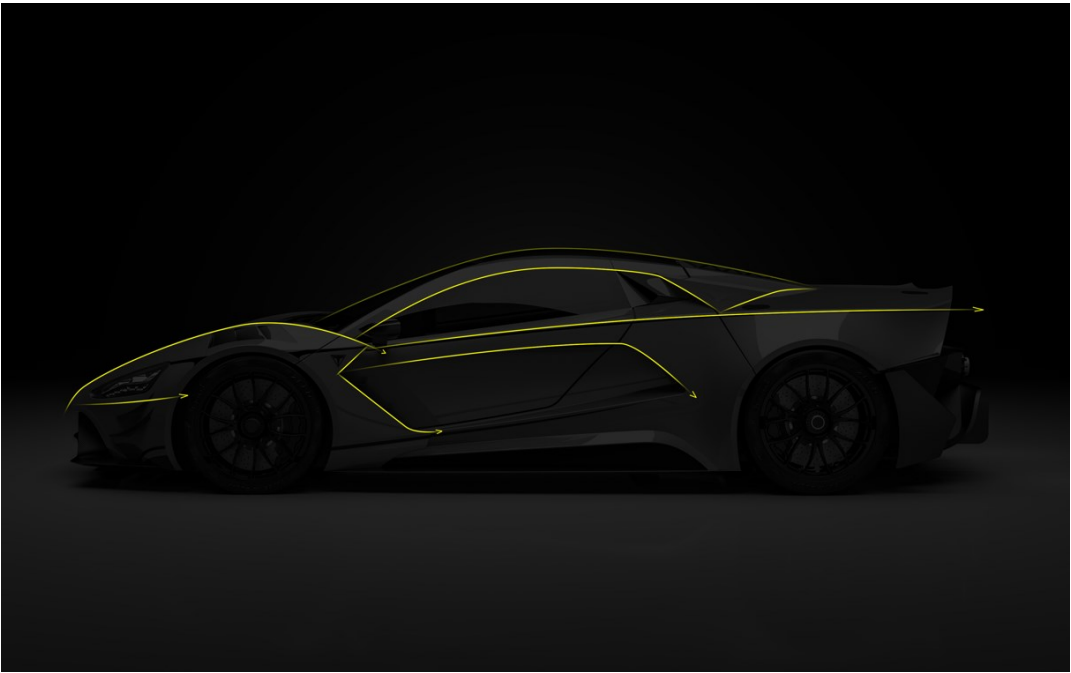
- The entire DNA has its origins in the highly recognizable and individualistic style of the previous Tushek models, reinterpreted to provide the futuristic vision of performance.



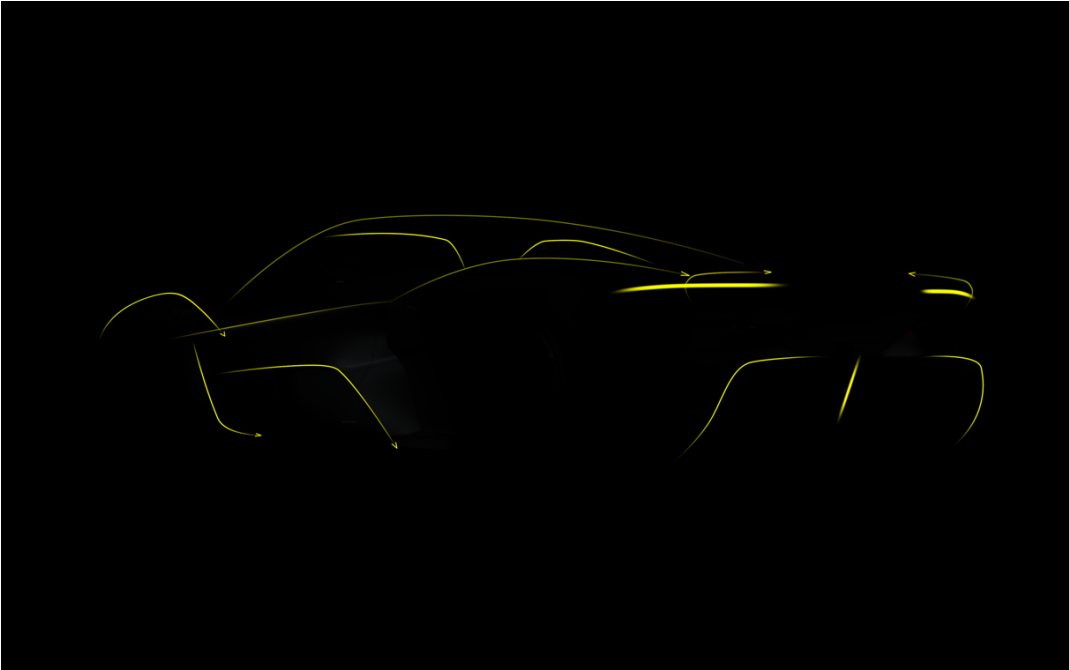
7. Heritage to Future Front



8. Heritage to Future Side



9. Heritage to Future Rear



10. Previewing the TS XX00



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