

The Echo—A Vision from 1965, Revived For The Future



In the summer of 2019, at the Goodwood Festival of Speed, a legend stirred after two decades of silence. De Tomaso, a name rooted in automotive history, stood ready for rebirth. Beneath a veil of baby-blue silk, our first concept shimmered—its flowing lines hinting at a story yet to unfold.

Five years earlier, in 2014, CEO Norman Choi had dared to reclaim the marque, setting out to restore its faded glory. Our design team spent years in the archives, studying every detail, driven to forge a future as bold as it was true to our roots.

On that day, the silk fell away, unveiling the P72—a seamless fusion of the past and present. This was more than a return; it was a call to those who cherish the rare poetry of analogue beauty, a tribute to De Tomaso's storied legacy. As the crowd's excitement filled the air, we knew: the journey had only just begun.

The Spirit: An Untold Epic of Ambition

The year 2019 marked a significant milestone, sixty years since Alejandro De Tomaso first set pen to paper, creating a marque destined to defy convention. His story is one of grit and ingenuity, shaped by an audacity few could rival. In 1953, he fled Argentina, a dreamer with racing in his veins, determined to conquer Europe's circuits. Italy welcomed him, placing him behind the wheel of revered manufacturers, yet their machines could not contain his ambition. Frustration turned to fire; in 1959, De Tomaso Automobili Spa was born.

Within two months, Alejandro stood on the grid at the United States Formula 1 Grand Prix, piloting his own hand-crafted creation, a bold declaration that he would race on his terms. Innovation was his hallmark, beauty his signature. He embraced magnesium's ethereal lightness and crafted chassis around a single spine, ideas far ahead of their time.

As one of only two Italian marques in Formula 1, Alejandro's vision soon stretched beyond the track. Road cars, created to fuel his racing dreams, quickly claimed their own stage. The Vallelunga, unveiled in 1963, introduced a mid-engine layout and a lightweight fiberglass body, a delicate first step into production. In 1966 came the Mangusta, a predator in steel and glass, designed in collaboration with the young Giorgetto Giugiaro, distinguished by its low, wide stance and gullwing engine covers.

But it was the Pantera, launched in 1971, that roared into legend. Powered by a V8 and cloaked in Tom Tjaarda's wedge-shaped design, the Pantera fused Italian flair with American muscle, selling over 7,000 units and securing De Tomaso's place in automotive history. What began as a way to fund racing became the marque's enduring legacy—a tribute to those who dared to demand the extraordinary.

The Catalyst: A Clash Of Titans

By 1963, De Tomaso's racing talents had caught the eye of Carroll Shelby, the Texan titan fresh from his USRRC triumph. Seeking a weapon to outpace his 7-liter rivals, Shelby found a kindred spirit in Alejandro. Together, they created the P70—a daring machine, its lightweight spine chassis cradling a V8 like a beating heart. Penned by American designer Peter Brock and shaped by Fantuzzi's skilled hands, the P70 was a hymn to speed, a silhouette sculpted by the wind. With a power-to-weight ratio set to rival the world's finest, it stood poised for greatness. But fate had other plans. Shelby moved on to new pursuits, leaving the P70 an unfinished dream, an extraordinary vision, suspended in time.

“Unfortunately, the decision to cancel all Shelby-developed performance programs killed any chance of seeing the P70 properly developed. Still, Alejandro De Tomaso was so taken with its potential he took it to the 1965 Turin Motor Show as his new De Tomaso Sport 5000 where it was the star of the event.”

— Peter Brock, P70 Designer

The Visionary: Peter Brock’s Enduring Philosophy

Peter Brock didn’t just design the P70, he wove a philosophy where beauty and purpose became one. His work was a radical blend of aerodynamics and artistry, where every curve served a purpose. The adjustable rear wing, the sleek body wrapped around a featherlight chassis, each element a glimpse into the future.

“All my racing car bodies prioritize function. Especially aerodynamic efficiency. My answer, always, is to create a form that defines visual elegance; even with engineered components that at first may not seem visually acceptable to those not familiar with emerging aerodynamic race car tech.”

— Peter Brock, P70 Designer

Decades later, we uncovered this hidden gem, a whisper from history too powerful to ignore. Restoring the marque meant more than honoring a name; it meant completing an unfinished story.

We sat with Brock, the P70’s visionary, his words painting the golden age of motorsport in vivid hues. The project’s forgotten brilliance unfolded before us. While the Pantera called out as a symbol of revival, we saw deeper roots, ties to Alejandro’s spirit, and the timeless allure of the P70. With Brock’s blessing, we channeled his essence into the P72, a road-bound homage to a dream deferred, its elegance defying the sharp-edged modernity of today’s supercars.

“I was simply astounded by the simple elegance of Jowyn’s form. It was so unique that it was hard to believe that he’d used my P70 as a starting point. Note that the P70 is a roadster, and Jowyn’s design is a coupe, so he had to use much of his own intuition in creating his interpretation. Brilliant! I’m honored that Norman saw and felt there was some important technical history that could be translated and transferred from the mid ‘60’s to the modern day.”

— Peter Brock, P70 Designer

The P72: A Modern-Day Time Machine

After twenty years of silence, De Tomaso returned at Goodwood, unveiling the P72 in a crescendo of reverence. This was more than a car, it was a tribute, its lines echoing the P70's grace, its spirit ignited with modern mastery. Designed by Jowyn Wong, the P72's carbon-fiber chassis and flowing form unite nostalgia and innovation in perfect harmony. Sweeping arches, a low-slung cockpit, and wind-carved curves give it a presence both timeless and bold. Inside, it shuns the noise of the digital age, embracing analogue purity—stirring memories of a first drive, a childhood thrill, a fleeting rush of yesteryear.

“The P70 by Peter was a beautiful machine of its time—a raw, expressive shape that captured the spirit of racing and design purity in the 1960s. The P72 is my interpretation of that spirit. I designed the P72 in the way of a musician, by feeling the mood, the tempo, the soul. I designed it to be elegant, cinematic, and unapologetically romantic. Every curve was tuned like a frequency. Every surface is designed to echo something deeper than the eye can see.”

“It wasn't about making a car, it was about the awakening of an experience I wanted to give. A silhouette that could stop time. A presence that lingers in your memory long after it's gone. That's how I conceive design. It has to move you before it even moves at all. The P72 are my emotions manifested in form.”

— Jowyn Wong, P72 Designer

Our mission was clear: to bridge generations, crafting a treasure for tomorrow's collectors and yesterday's custodians. A tribute to Alejandro's enduring spirit. A crown for Peter Brock's vision. A promise that De Tomaso's pulse will echo through time.

The journey has only just begun. De Tomaso proudly announces the unveiling of the production specification of the P72 on May 14, 2025. Stay tuned.

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*On May 14th, De Tomaso will reveal an internal production-ready P72, built outside of the 72-car allocation, intended to represent the final design and engineering vision that custodians can expect.