

MEDIA INFORMATION

Under Embargo Until: May 14, 2025 – 5:00 PM (BST)

De Tomaso Unveils the Production Specification P72 – A Vision From 1965, Revived for the Future



Affalterbach, Germany – May 14, 2025 – Today, De Tomaso Automobili proudly unveils the production specification P72, a tribute to mechanical purity and a homage to De Tomaso's 65 years of heritage.

Inspired by the 1965 De Tomaso P70, a collaboration between Alejandro De Tomaso and Carroll Shelby, the P72 channels the spirit of an era when design and engineering were guided by emotion, not algorithms. With its flowing lines and analogue soul, the P72 celebrates the romance of the 1960s, a time when cars were sculpted as art and driven with intent. First revealed as a concept at the 2019 Goodwood Festival of Speed, the P72 now emerges in its final form: faithfully realised and ready for the road.

Purpose In Every Fibre — Engineered From The Ground Up

Beneath the P72 lies an all-new, clean-sheet carbon fibre chassis, woven entirely in 4x4 twill weave, extending from the central monocoque through the front and rear subframes. At its core is a remarkable unibody monocoque, formed from a single, uninterrupted piece of carbon fibre with no bonded sections, a rare and complex achievement that enhances rigidity, reduces weight, and sets a new benchmark for structural purity.

Developed over several years through a rigorous and iterative engineering process, the P72's platform is the result of relentless refinement. Rather than adapting an existing architecture, De Tomaso pursued a ground-up solution, one that would allow for precise control over suspension geometry, mounting points, and overall chassis balance. The final structure was meticulously tailored to support the P72's low-slung driving position, while centering the powertrain at the lowest possible point within the chassis. The result is a platform that delivers optimal weight distribution and a low centre of gravity, fundamental to the P72's intuitive, analogue driving feel.

Encasing this structure is a full carbon fibre body, available in a curated range of heritage-inspired paint finishes, or as a visual carbon exterior.

An Analogue Statement In A Digital World

Inside, the P72 rejects the digital age in favor of mechanical intimacy. The cockpit is free from screens, no infotainment, no overlays, no distractions. Instead, drivers are welcomed by traditional analogue dials, bespoke switchgear, and a cockpit shaped entirely around human connection.

At its centre is a masterfully designed exposed linkage shifter—a suspended sculpture in polished metal that connects the driver to the six-speed gearbox through feel, not code. It represents everything De Tomaso stands for: tactility, artistry, and emotion. While a discreet phone holder is included for practicality, there is no digital connection between device and machine. In the P72, the road is the interface, and the engine is the soundtrack.

From hand-stitched leather to the finishing of machined metal, every surface carries the intentional signatures of the human touch. Throughout the interior and exterior, De Tomaso utilises individually milled aluminium components, each crafted by artisans. These parts are finished in one of three distinctive treatments—bead-blasted, hand-brushed, or hand-polished—composed with the same care found in a mechanical timepiece.

Built For Feeling, Not Just Figures

De Tomaso has long been synonymous with V8 power—a signature of the brand's legacy.

At the heart of the P72 beats a hand-assembled 5.0L supercharged V8, developed exclusively for the 'P' platform. With bespoke forged internals and an all-new De Tomaso supercharger, the engine produces 700 hp and 820 Nm of torque. With short gear ratios, the powertrain is tuned not for top-speed dominance, but for exhilarating in-gear performance, immediate, responsive, and emotionally rewarding.

Paired with a 1960s-inspired header design, the P72's V8 becomes a living instrument, raw and expressive. There are no drive modes, no shortcuts—just the road, the engine, and the driver in perfect harmony.

Beneath the carbon monocoque is a push-rod suspension system, developed to deliver a decidedly classical driving feel. The 3-way manually adjustable damping system enables drivers to tailor the car's behaviour to their preference.

Complemented by a low-drag aerodynamic profile, the P72 rewards familiarity. Each journey becomes a dialogue between balance and bravery, precision and play.

An Internal Milestone — A Promise Kept

The vehicle revealed today is an internal production specification unit, built outside of the 72 custodian allocations. It represents the final design, engineering, and build quality that custodians will receive.

Each of the 72 production cars will be individually commissioned and crafted with tailored finishes and aesthetic options that reflect De Tomaso's core values.

*"The P72 was our promise to faithfully revive a historic marque," says **Norman Choi**, CEO of De Tomaso Automobili. "This first production-specification vehicle embodies everything we stand for: a mechanical soul, timeless beauty, and a driving experience that rises above modern convention. It is our echo through time—now made real."*

With the P72, De Tomaso reasserts its belief in a driving experience grounded in emotion. In an era of screens and silence, the P72 reminds us that the most powerful technology is often the human touch.

Custodian deliveries will commence in late 2025, marking the beginning of a new chapter—one where heritage and modern craftsmanship meet on the open road.

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About De Tomaso Automobili

Founded in Modena in 1959 by Argentine-born racing driver and visionary Alejandro De Tomaso, the brand quickly gained acclaim for its fusion of Italian craftsmanship and motorsport ambition. From the race-bred P70 to the iconic Pantera, De Tomaso created machines that defied convention and captured the imagination of enthusiasts around the world.

After decades of silence, De Tomaso Automobili was acquired in 2014 by Norman Choi, with a renewed mission: to honour its storied past while redefining the analogue driving experience for a new era.

The P72, revealed as a concept in 2019 and now unveiled in production specification, is a tribute to that heritage and a bold step into the future. Inspired by the De Tomaso P70 and crafted with modern precision, the P72 represents a return to timeless design, mechanical soul, and the intimate bond between driver and machine.