

JAS Tensei: Pininfarina shapes the rebirth of an icon

More than a reinterpretation, Tensei represents the rebirth of an icon. The first high-performance road car by **JAS Motorsport**, inspired by the 1990-generation Honda NSX and reimagined through a contemporary vision of the grand touring concept, features both **exterior and interior design by Pininfarina**.

Pininfarina's contribution extends far beyond a styling exercise. The project required a profound reinterpretation of the original Honda NSX, with the objective of preserving its soul and defining values while translating them into a contemporary language capable of expressing performance, technology and exclusivity.

The work of Pininfarina's design team began with proportions, the fundamental element at the core of every great automobile. Thanks to the complete overhaul of the vehicle architecture developed by JAS Motorsport, it was possible to revise the wheelbase, track widths, stance and overhangs, resulting in a silhouette that is wider, lower and more dynamic than the original car. Sculpted surfaces, the muscular volumes of the rear wheel arches and the tension of the body lines convey a stronger and more contemporary road presence, while maintaining an immediately recognizable connection to the NSX.

Every detail of the bodywork has been reconsidered to integrate aesthetics and function. The iconic mid-engine proportions are reinterpreted through a more essential and technical design language, while distinctive features of the original car, such as the side intake, the integrated rear wing and references to the pop-up headlights, have been evolved in a modern way to create a unique and unmistakable identity. Aerodynamics were not treated as an added feature, but as an integral part of the form itself, helping to define both the character of the car and its performance.

The same philosophy has been applied to the cockpit. Pininfarina has reimagined the NSX interior while preserving the principles that made it revolutionary: driver focus, impeccable ergonomics and a direct connection with the mechanical components. The Tensei cockpit has been designed entirely around the driving experience, featuring a clean and essential architecture that eliminates every unnecessary element to maximize concentration and driver engagement.

Taut lines, sculpted surfaces and carefully balanced proportions define an environment that combines functionality with refinement. Premium technical materials, precision-crafted metal details and extensive personalization possibilities



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allow each car to be configured according to the customer's preferences. The contrast between sporting elements and sophisticated finishes creates an immersive environment that expresses Tensei's racing DNA through a contemporary, elegant and authentically Italian design language.

The final result embodies the essence of Pininfarina's design vision: an automobile capable of honoring the legacy of an icon without compromising innovation, transforming every functional element into an expression of beauty and every aesthetic choice into a tool that serves performance.

As a testament to Pininfarina's contribution to the project, Tensei will proudly bear the **"Design by Pininfarina"** signature, a further confirmation of the value and international prestige that the brand continues to represent within the global automotive landscape.

Tensei will be produced in an ultra-limited series at the **JAS Motorsport Atelier** in Arluno, near Milan. For bespoke personalization programs, Pininfarina will also contribute through its atelier in Cambiano, near Turin.

"The JAS Tensei is a tangible example of how two Italian excellences can combine complementary expertise to create a truly unique project. On one side, the engineering capability and international motorsport know-how developed by JAS Motorsport; on the other, Pininfarina's culture of design and innovation. Together, we have developed a car that pays tribute to one of the most iconic sports cars in history, reinterpreting it through a contemporary vision that expresses passion, expertise and Italian craftsmanship at the highest level," said **Paolo Dellachà, CEO of Pininfarina**.

"Our objective was not simply to update the NSX's design, but to understand its essence and imagine how it might have evolved today. We worked on proportions, road presence and the purity of the surfaces to create a car that is immediately recognizable, yet entirely new. Every line, every volume and every aerodynamic detail contributes to building a strong and contemporary identity, while maintaining that perfect balance of emotion, functionality and beauty that has always distinguished Pininfarina design," said **Dimitri Vicedomini, Head of Exterior Design at Pininfarina**.