



Official Press Release

## ZENVO AUTOMOTIVE'S DEALER MOHR GROUP TO SHOWCASE TSR-S AT UPCOMING IAA MOBILITY SHOW

Præstø, Denmark | 01 September 2021

- MOHR GROUP, Zenvo Automotive's recently appointed German dealer will showcase a Zenvo TSR-S on its stand at IAA Mobility next week
- Taking centre stage, the Danish hypercar manufacturer will showcase its hand built TSR-S at its dealer display located in Hall B4
- Zenvo Automotive's commercial and press representative (Hannah Burgess) will be in attendance alongside its sales lead (Pushkar Godambe) on 6 and 7 September
- IAA Mobility press day will open on Monday 6 September, meanwhile public days are Tuesday 7 September to Sunday 12 September in Munich, Germany



Zenvo Automotive has confirmed its recently appointed German dealer, MOHR GROUP, will be showcasing its Ishvid Perlemor TSR-S on the MOHR GROUP's stand at the upcoming IAA Mobility event in Munich, Germany from 6 - 12 September.

MOHR GROUP, Zenvo's German dealer, will showcase Zenvo's TSR-S in the pearlescent Ishvid Perlemor hue at the IAA Mobility show on its dealer display located in Hall B4. The local Munich-based sales team from MOHR GROUP will be on hand throughout the event (6 - 12 September), while Hannah Burgess, Zenvo's Senior Commercial Development Director and Pushkar Godambe, Zenvo's Sales Director will be in attendance on the stand on 6 and 7 September.

Angela Hartman, CEO of Zenvo Automotive said: "We are excited to showcase our TSR-S model at the IAA Mobility conference this year in Munich with our German dealer. After a successful summer events tour in the UK, we hope to carry on that momentum to the rest of the European events, and bolster our relationship with the MOHR GROUP sales team. We're looking forward to speaking to media and customers in Munich and revealing news about dealer-focused events at MOHR GROUP's Motorworld München showroom, too."

Lorenz Mohr, Managing Partner of MOHR GROUP, said: "We very much look forward to attending the IAA Mobility conference in our home city of Munich. It will be our first event with the team at Zenvo Automotive and we are eager to invite customers to our dealer stand, where we will have the stunning white TSR-S on display. It is the first of many events where we will be attending alongside Zenvo and are excited to announce future events at our Motorworld München showroom in the coming months."

The IAA Mobility conference public days will be held from Tuesday 7 September to Sunday 12 September in Munich. Tickets are still available to purchase for the six-day event and can be found [here](#). MOHR GROUP and Zenvo plan to have private dealer-focused events for clients at its Motorworld München showroom.

Meanwhile, Zenvo recently announced it will have both the TSR-S and TS1 GT in the UK, at the prestigious Salon Privé Concours d'Elégance at the event's hypercar lawn from 1-6 September. Following its European events tour, starting at the IAA Mobility conference in Munich, it will also include the Americas before the end of 2021.

In 2021 the hypercar brand has also been at The Classic at Silverstone with its TSR-S and TS1 GT, which participated in the Supercar Legends Parade, as well as exhibiting both models at Goodwood Festival of Speed where it had two TSR-S hypercars (one part of the Michelin Supercar Paddock and Hill displays, the other on its stand), and other private and dealer-focused events.

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#### About:

Zenvo Automotive is a producer of limited edition hypercars based in Præstø, Denmark. Founded in 2007, Zenvo was started with the aim of combining the latest technologies and innovation with an analogue feel, offering the driver a true connection and astonishing performance.

The company began with the ST1 prototype, a twin-charged introduction to the brand, and has since gone on to develop the TS1 GT grand tourer, TSR track model and the flagship TSR-S. TSR-S utilises a lightweight carbon body produced in-house, a 1,177 bhp twin supercharged flat-plane V8 and class-leading aerodynamics including Zenvo's patented Centripetal rear wing, which reacts to steering inputs to create high levels of downforce while cornering. Production of all Zenvo models is limited to just five cars per year, all manufactured in Denmark and available to collectors and enthusiasts worldwide.

#### Social media:

Instagram: [www.instagram.com/ZenvoAutomotive](https://www.instagram.com/ZenvoAutomotive)

Facebook: [www.facebook.com/ZenvoAutomotiveOfficial](https://www.facebook.com/ZenvoAutomotiveOfficial)

Twitter: [www.twitter.com/ZenvoAuto](https://www.twitter.com/ZenvoAuto)

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