



Press Release

For immediate release

August 19th, 2017

**WORLD PREMIERE:**  
**Ken Okuyama Cars unveils the Kode 0 (Zero), a stunning one-off supercar at The Quail, A Motor Sports Gathering**

*On August 18, Ken Okuyama Cars unveiled its world premiere of a new one-off supercar – the Kode 0 (Zero) – at The Quail Motor Sport Gathering.*



Just completed at a design studio in Japan, the one-off Kode 0 (Zero) supercar is a follow-up to the Kode 57 which was launched at last year's event. The Kode 0 was penned by Ken Okuyama, creator of an innovative styling trend that gave birth to the Ferrari Enzo and Maserati Quattroporte, as well as the one-off Ferrari Rossa and Maserati Birdcage 75<sup>th</sup> concept cars.

In the early 1970s, humankind was filled with dreams. It was a time when legendary designer Marcello Gandini and famed carrozzeria craftsmen penned masterpieces like the Lancia Stratos Zero, Lamborghini Countach and Ferrari Moduro.

The Kode 0 concept revives those dream car proportions of yesteryear using modern-day technologies.

Born from the latest aerodynamic formula, the unique and innovative detail infused into this silhouette creates an exterior that begs a second look. Incorporating a no-frills, back-to-basics approach, **Ken Okuyama Cars** realizes the Kode 0's bold proportions through a simple, timeless wedge-shaped design.

This concept is the personification of Okuyama's design philosophy in that it perfectly blends hypercar styling with world-class engineering that boasts a high-powered, naturally aspirated V12 engine and carbon fiber monocoque. Tipping the scales at 1,550 kgs and propelled by a 700hp engine, the Kode 0 delivers superb performance and handling.

The radical "one motion" exterior tempts the onlooker to start their aesthetic inspection of the car at the low, sharp nose with integrated brake cooling ducts, then proceed up through the narrow vertically-mounted, multi-layered LED headlights to the A-pillar. At the roofline, the sharp edge dips sharply to pass through the C-pillar and huge engine bay cooling ducts before climaxing at the upslanting rear end.

Air used to cool the radiator is expelled effectively through bespoke, mesh-covered vents at the tail end. The position of these air intakes could become a trend for supercar design in the near future. The six cooling fans fitted inside the rear fenders and air vents are painted in the Kode 0's signature metallic green while the two large fans visible inside the rear corner mesh add drama to the rear styling. Not bound by brand or regulations, the Kode 0 is the antithesis of modern day supercar design.

Employing a short rear overhang with high-mounted tail lights and a kicked up rear deck, the Kode 0's wedge-shape is complete. To add a final touch, Okuyama has penned a triangular-shaped, quadruple exhaust pipe combination that hints at the Kode series DNA.

Penned at **Ken Okuyama Design's** Aoyama studio in Tokyo, the Kode 0 was assembled at the **Ken Okuyama Cars** factory in Yamagata using industry-leading NC machine cutting techniques to cut and shape all carbon fiber body panels.

By gathering the highest quality components from around the world, all production and assembly were done by hand using Japan's precision quality controlled methods.

**Ken Okuyama** is a total design company incorporating an engineering development base in Tokyo and a production facility in Yamagata prefecture in northern Japan. Boasting a 40-strong staff and annual turnover of 1 billion yen (@US\$9.15 million), **Ken Okuyama** encompasses **Ken Okuyama Design** (design consulting operation), **Ken Okuyama Casa** (furniture and interior design), **Ken Okuyama Eyes** (eyewear) and the company's flagship operation of **Ken Okuyama Cars** which has created low production sports models such as the kode7 and kode9.

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**Company profile:**

Name: KEN OKUYAMA  
Office: Aoyama Studio & Showroom Minato-ku, Tokyo  
Foundation: April 10th, 2007  
Capital: JPY 100 million  
CEO: Kiyoyuki 'Ken' Okuyama  
Employee: 40 persons (as of August 2017)

**History:**

October, 2006	Established headquarters in Yamagata
April, 2007	Converted to Stock Company
May, 2007	Launched eyewear brand KEN OKUYAMA EYES
January, 2008	Introduced a new collection of YAMAGATAKOUBOU at MAISON&OBJET
February, 2008	Issued new shares through third-party allocation
March, 2008	Launched kode7 and kode8 at Geneva Motor Show
April, 2008	Introduced a new collection of YAMAGATA KOUBOU at Milano Salone
May, 2008	Founded subsidiary company in U.S.A.
Sept., 2008	Opened Tokyo office
April, 2010	Opened Yamagata Factory
May, 2010	Opened KEN OKUYAMA CASA Gotenzeki shop
July, 2011	Started to produce kode7
January, 2013	Opened AOYAMA Studio & Showroom
November, 2013	Launched kode9 at Tokyo Motor Show
September, 2014	Started to produce kode9
November, 2015	Launched kode9Spyder Prototype, kode9 production model and kode7 Clubman SeriesII at Tokyo Motor Show
August, 2016	Unveiled kode57 at the Quail, Motorsports Gathering

**Kiyoyuki 'Ken' Okuyama biography:**

Industrial Designer / CEO, KEN OKUYAMA



Born in Yamagata Japan, 1959. Ken has worked as a Chief Designer for General Motors, a Senior Designer for Porsche AG, and a Design Director for Pininfarina S.p.A., being responsible for Ferrari Enzo, Maserati Quattroporte and many other projects. He is also known for numerous products such as motorcycles, furniture, robots and architecture. In 2007, KEN OKUYAMA was founded providing design business consultancy to many corporations. Ken is also a published author of many books.

**Website:**

KEN OKUYAMA official website : [www.kenokuyamadesign.com/](http://www.kenokuyamadesign.com/)

Kode0 special website : [www.kenokuyamadesign.com/oneoff/](http://www.kenokuyamadesign.com/oneoff/)

The Quail, Motorsports Gathering :

[signatureevents.peninsula.com/en/motorsports/motorsports.html](http://signatureevents.peninsula.com/en/motorsports/motorsports.html)

**Contact:**

KEN OKUYAMA CARS

Email: [cars@kenokuyama.com](mailto:cars@kenokuyama.com)

Address: 7-10-9 Minamiaoyama, Minato-ku, Tokyo 107-0062 Japan

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