



Ken Okuyama CARS Kode 0 Invited to Pebble Beach Concours d'Elegance in Special Category

Kode 0, a one-off car by Ken Okuyama CARS (Representative: Ken Okuyama, HQ: Yamagata Prefecture, Japan), has been invited to be exhibited in the "Wedge Shape Concept Car & Prototype Class" at the 73rd Pebble Beach Concours d'Elegance to be held on 18th August, 2024, in Monterey, North America. This category is the "Wedge-Shaped Concept Cars and Prototypes Class".



This category was developed by the Concours d'Elegance committee for the first time to highlight historic concept cars and prototypes featuring the wedge shape, which plays an important role in the history of automotive design. Along with the previous great cars selected from around the world for the beautiful green of the Pebble Beach Concours d'Elegance, the world's most prestigious Concours d'Elegance, this is the second Japanese car ever to be nominated for the Pebble Beach Concours d'Elegance, following the Toyota 2000GT.

The Pebble Beach Concours d'Elegance is the stage for the Concept Loan to showcase the latest concept cars that could become future classics. The nomination of the Kode 0 as a timeless classic for the Concours d'Elegance area is a milestone.

The Kode 0 was launched in 2017 to great success. The concept behind its unique styling is to bring back to life with modern technology the dream cars that everyone dreamed of, such as the Lancia Stratos Zero, Lamborghini Countach, and Ferrari Modulo, which appeared between 1969 and 1970.

"From the late 50s to the early 70s. To be more precise, the decade from 1963, the golden age of concept cars from Carrozzeria, to the oil crisis of 1973, was an important period for the future of automotive design. The wedge shape was born from the optimization of aerodynamics and the development of new materials, and Kode0 expresses that motif with modern technology in a groundbreaking design that continues to this day." (Ken Okuyama, Ken Okuyama CARS)

The Kode 0 has a basic structure based on a carbon fiber monocoque with a mid-mounted high-power V12 NA engine. The combination of the 1,550 kg lightweight body, which makes extensive use of carbon fiber components, and the high-performance 700 hp engine delivers one of the top levels of dynamic performance in the world.

The styling theme of the Kode 0 is a clean, one-motion silhouette with a single line running from the low nose, through the A-pillar and C-pillar to the rear end. The front end, with its extremely simple image, is blended with high-brightness LED headlights on carbon-fiber fenders that connect to the left and right A-pillars, forming a super sports car front end reminiscent of the era of retractable headlights. The nose wing is supported by brake cooling air ducts, which provide sufficient downforce by rectifying the flow from the nose to the underbody. The rear end features a short, trimmed-down, sharp image that further accentuates the short overhang style, while the slim profile LED rear lights further emphasize the high-deck style.

[Related sites]

Official Site: <https://www.kenokuyamadesign.com/>
Kode0 Special Site: https://www.kenokuyamadesign.com/oneoff/press/kode0_2024/

[Down Load Link]



-CONTACT-
Ken Okuyama CARS
Mail: cars@kenokuyama.com
TEL: +81 3 6447 5250
(Miho Hoshimoto /Advertising cooperation : EKKO PROJECT)



Kiyoyuki Ken Okuyama

Industrial Designer/CEO, KEN OKUYAMA DESIGN

Born in Yamagata Japan, 1959. Ken has worked as Chief Designer for General Motors, Senior Designer for Porsche AG, and Design Director for Pininfarina S.p.A. His masterworks include the Ferrari Enzo, Maserati Quattroporte and many other automobiles. He is also known for his design work for various other products, such as motorcycles, furniture, and robots as well as in the field of architecture.

Since he founded KEN OKUYAMA DESIGN in 2007, based on YAMAGATA/TOKYO/LOS ANGELS, expands more his own brands such as automobiles, glasses, companies consulting. Other activities, providing lectures, publishing books. The Complete History of Okuyama Design is released by Shinchosha as the latest book (Author: Seiji Tanaka)

COMPANY PROFILE

Company Name: KEN OKUYAMA DESIGN Co.,Ltd.
 Office: 2-27-13 Jingumae Shibuya-ku Tokyo Japan 150-0001(Representative: Ken Kiyoyuki Okuyama(CEO)
 Capital: JPY 100 million
 Number of Employees: 45 (as of May, 2023)
 Business Areas: Design, Planning, Development/ Consulting/ Company Products/ One-Off Manufacturing/ Licensing

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 k.o7 and k.o8 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.
September,	2008	Opened Tokyo Office in Kita-Aoyama
April,	2010	Opened Yamagata Factory
May,	2010	Opened KEN OKUYAMA CASA <u>Gotenzeki</u> shop in Yamagata
November,	2012	Opened AOYAMA Studio & Showroom
November,	2013	Launched kode9 at Tokyo Motor Show
August,	2016	Launched kode57 in Monterey Car week
October,	2017	Launched kode0 in Monterey Car week
August,	2017	Tokyo Office Moved to <u>Jingumae</u> , Tokyo
June,	2023	Launched kode61 in <u>villa d'este</u> Car week
April	2024	Opened Ken <u>Okuyama</u> TOKYO shop in Tokyo