



AC FUTURE INTRODUCES ETH, ELECTRIC TRANSFORMER HOUSE, DESIGNED BY PININFARINA, AT CES 2024

January 9th, 2024, Las Vegas, NV, – Kicking off CES 2024, iconic Italian design house Pininfarina is partnering with AC Future, a leading innovator in developing futuristic living solutions, to conceptualize and design an extraordinary mobile living space known as **eTH - Electric Transformer House**. This cutting-edge product aims to harmoniously blend luxurious amenities, smart technology, and eco-friendly features to embrace the mobility demands of the future. AC Future's eTH showcase booth (also designed by Pininfarina) is located at **LVCC, West Hall — Booth #6379**.

More than just an RV, eTH offers a **sustainable living platform**, providing an **extraordinary travel and living**

experience with various expandable structures tailored to everyone's living habits and preferences. It caters to individuals and families seeking short-distance adventures and highly customized additional spaces to complement their primary residence. Each product features Starlink connectivity, copilot assistance, and customizable interior and exterior color options, ensuring an optimal experience in living, working, and traveling.

Among eTH's distinctive features are moveable walls, which expand to 400 sq ft at the push of a button and significantly enhance the living space, redefining the concept of a home on wheels. The retractable solar panel roof captures and converts sunlight into electricity, generating +25kWh, and prioritizes sustainable living. ▶



Further, eTH's Atmospheric Water Generator system converts moisture from the air with up to 50L of ambient clean water daily.

In addition to its expandable walls, eTH boasts collapsible and modular furniture that condenses for easy driving and parking — striking an optimal balance between maneuverability and spacious living. It can also serve as both an Accessory Dwelling Unit (ADU) and a moving office. Equipped with Starlink and Co-Pilot, eTH's advanced cockpit features cutting-edge driver assist technology, a flexible dashboard/office desk, and integrated entertainment. All of eTH's features as well as the vehicle itself are powered entirely by green energy with 7 days of off-grid capabilities. More than a home on wheels, eTH is, according to **Arthur Qin, AC Future's Owner**, a "vision of the future."

"Our collaboration with Pininfarina on the Electric Transformer House is not just about designing a living space; it's about reimagining the way people experience off-grid living. With Pininfarina's experience in innovative product design across industries, they were a natural

fit for the partnership," explains **Arthur Qin**. "We are tapping into the growing enthusiasm for mobile lifestyles among all demographics, and our innovative approach is strategically positioned to provide a unique experience that aligns with the eco-conscious values of our customers."

Known for its iconic designs across the automotive, architecture, industrial design, nautical, and transportation, to name a few, Pininfarina was entrusted with encapsulating AC Future's core philosophy of luxury, comfort, and relentless innovation through the eTH.

Vice President Design Pininfarina of America Paolo Trevisan states, "We are so excited to collaborate with AC Future, a partner that shares our vision for innovation and commitment to creating a better and sustainable future. We believe in creating new experiences with the multidisciplinary approach that characterizes our design process. In this case, blending seamlessly how people live and move, creating a unique experience for a new lifestyle icon." ▲



ABOUT AC FUTURE

Established in 2021 and rooted in the innovative spirit of Silicon Valley and Newport Beach, AC Future is at the forefront of the electric recreational vehicle (RV) revolution. We are redefining the concept of mobile living with our multi-scenario solution, the electric Transformer House (eTH), which offers maneuverability, expandability, and sustainability. As the world shifts

towards more dynamic, freedom-centric lifestyles, AC Future captures the urgent need to revolutionize an industry that has remained unchallenged for a century. We envision a future where people live, travel, and work in ways that are more sustainable, comfortable, affordable, and intelligently connected — a future where we truly feel at home wherever we go.

ABOUT PININFARINA

Global icon of Italian style, with offices in Italy, the United States, China and Germany, Pininfarina is recognized for its unparalleled ability to create timeless beauty through its values of elegance, purity, and innovation. Founded in 1930, Pininfarina has evolved from an artisan concern to an international service Group, supreme expression of automotive styling and an established reality in industrial and experience design, architecture, nautical and mobility beyond automotive. Over the course of nine

decades Pininfarina has designed more than 1,300 automotive and mobility projects and more than 650 product and architecture projects, receiving more than 70 international design awards in the past 10 years.

Starting in 2021, for three years in a row, Pininfarina of America's design studio has been certified among the top Great Place to Work in the United States, where it counts offices in Miami and New York City.

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