



Ken Okuyama CARS Kode 0 Exhibited in a special category at the Pebble Beach Concours d'Elegance

The 73rd Pebble Beach Concours d' Elegance, the world's premier automotive Concours d' Elegance held at the Pebble Beach Golf Course in North America, attracted 214 classic cars from 16 countries and attracted many visitors. The nominated Kode 0 is the second Japanese car to participate in the Pebble Beach Concours d' Elegance (as a judged class) after the 1968 Toyota 2000GT. At Pebble Beach, the "Concept Lawn" is the stage for displaying 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.



One of the main features of this year's show was the establishment of a special class called the "Wedge Shape Concept Cars & Prototypes Class." This class focuses on the evolution of the wedge shape, which has been a global automotive styling trend since the late 1960s. 21 cars were nominated in total, in two categories: early and late. The Kode 0, which had its world premiere in 2017 from Ken Okuyama CARS, Japan's premier carrozzeria (coachbuilder), along with the Ferrari Modulo and Lancia Stratos Zero, representative models that set the wedge-shape trend, were nominated as "the newest car to continue this trend."

The concept behind the unique styling of the Kode 0 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 were introduced between 1969 and 1970.



“From the late '50s to the early '70s. To put a finer point on it, the decade from 1963, the heyday of concept cars from Carrozzeria, to the oil crisis of 1973, was an important period that established 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 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, with its extensive use of carbon fiber components, and the high performance engine that delivers 700 hp, provides world-class dynamic performance.

The Kode 0's styling theme is a clean, one-motion silhouette with a single line running from the low nose through the A-pillars and C-pillars to the rear end. The front end, with its extremely simple image, is blended into the carbon fiber fenders that connect to the left and right A-pillars with high-intensity LED headlights, forming a super-sport front end reminiscent of the heyday 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.

The Kode 0, which was exhibited this time, is now in the hands of a North American owner. A limited number of units can be ordered by customer order.



[Related sites]

Official Site: <https://www.kenokuyamadesign.com/>

Kode 0 Special Site: https://www.kenokuyamadesign.com/oneoff/press/kode0_2024/

[Down Load Link]



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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 Gotenzeki 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 Jingumae, Tokyo
June,	2023	Launched kode61 in villa d'este Car week
April	2024	Opened Ken Okuyama TOKYO shop in Tokyo