# JAS TENSEI DESIGNED BY PININFARINA: THE REBIRTH OF A LEGEND

Racing DNA and stylistic purity elevate the iconic NSX to a realm of exclusive driving emotion

- The project unites the engineering experience of JAS Motorsport with the stylistic excellene of Pininfarina.
- A tribute to the legendary 1990 Honda NSX, reinterpreted with a modern carbon-fiber body.
- Retains the iconic pop-up headlights, combined with an avant-garde aerodynamic design.
- At its heart beats the original V6 engine, exclusively developed by the renowned British specialist JUDD Power.

CAMBIANO (Turin) – ARLUNO (Milan) – October 8 - A new chapter in automotive history begins today with the world premiere of the JAS Tensei designed by Pininfarina. This extraordinary project is not merely an exercise in nostalgia, but a complete re-engineering esercisse effort that elevates the legendary 1990 Honda NSX to the ranks of contemporary supercars.

*Tensei* (転生)—a Japanese term meaning "rebirth" or "reincarnation"—perfectly captures the essence of a car created to blend the analogie purity of the past with today's most advanced digital and structural technologies. The project stems from the vision of JAS Motorsport—a renowned Italian specialist with nearly 30 years of racing success alongside Honda—which sought to create the ultimate manifesto of pure driving dynamics.

To achieve this, they enlisted Pininfarina—the world's most prestigious design firm, with historical ties to the NSX lineage dating back to the 1984 HP-X concept. Stylistically, Pininfarina achieved a masterpiece of balance, modernising the original coupé's proportions without compromising its breathtaking silhouette. A key challenge was retaining the iconic pop-up headlights, which were completely redesigned using LED Matrix technology and ultra-lightweight titanium mechanisms.

The original aluminium bodywork was replaced with ultra-high-modulus carbon-fibre panels, reducing weight and enhancing aerodynamic efficiency through a flat underbody and an active rear diffuser. JAS Motorsport's engineering team transformed the chassis. The body structure was stiffened using reinforcements derived from the racing experience gained with the NSX GT3. The suspension features a double-wishbone setup at the front—utilising aerospace-grade aluminium machined from solid billets—and a multi-link configuration at the

rear, all paired with bespoke, electronically controlled KW dampers.
The braking system, developed by Brembo and featuring carbon-ceramic discs, delivers exceptional track-level performance. However, the heart of the JAS Tensei lies in its powertrain. The project demanded a retenton of the V6 layout pusher to the limit for a road-legal car.

To this end, JAS formed an exclusive partnership with JUDD Power, the renowned British company founded by John Judd and Sir Jack Brabham. JUDD utilised the original Honda V6 C30A engine block, increasing the displacement to 3.5 litres. While the engine remains naturally aspirated, modifications have raised the rev limit (with an 8,500 rpm red line) and boosted power output to 425 hp.

The interior, designed by Pininfarina in collaboration with top-tier partners, redefines the concept of driver-focused luxury. The cabin eliminates superfluous digital distractions while retaining the original NSX's renowned 360-degree visibility—inspired by F-16 fighter jets—yet enhances it with premium materials, a minimalist dashboard, and a human-machine interface that blends high-precision digital and analogue instrumentation with milled titanium details. Each of the 35 planned Tensei units will be bespoke-tailored to the individual client.

## 1 THE VALUE OF THE PROJECT (Roots and Legend)

The genesis of the JAS Tensei dates back to the autumn of 1990, the year the supercar world changed forever with the debut of the Honda NSX. That car was not merely a supercar; it was a technological demonstration proving that a high-performance, mid-engine vehicle could also be reliable, ergonomic, and suitable for daily use.

Developed with input from legendary three-time Formula 1 World Champion Ayrton Senna, the NSX immediately became the market benchmark for driving dynamics, forcing European manufacturers to redesign their vehicle architectures from the ground up.

However, the connection between Italy and the NSX began even earlier—specifically in 1984—when Pininfarina unveiled the Honda HP-X (Honda Pininfarina Experimental) concept at the Turin Motor Show. It was precisely that aerodynamic and stylistic research prototype that convinced Tokyo's top management to greenlight the vehicle project for a mid-engined sports car.

The JAS Tensei brings this historic journey full circle after more than thirty years. The name chosen for the car, *Tensei* (転生), evokes the Japanese spiritual concept of "rebirth." It is neither a restarono nor a replica, but rather the transmigration of the original NSX's soul into a modern technological body. When the project was announced, the media impact was immediate and global.

As soon as the first renderings of the car's form were revealed, the response from international media—spanning from America to Asia—generated immense interest. The

public and collectors immediately recogniszed the profound cultural value of a collaboration that unites Japanese engineering precision with JAS Motorsport's racing expertise and Pininfarina's timeless design.

## 2 BIRTH AND DEVELOPMENT OF THE DESIGN (The Art of Pininfarina)

The design of the JAS Tensei is the result of a close, ongoing dialogue between the Pininfarina Design Centre in Cambiano and JAS Motorsport. The stylistic challenge was complex: to update a silhouette regarded as an absolute masterpiece of industrial design without resorting to baroque embellishments or aesthetic excesses for their own sake.

Compared to the 1990 original, Tensei features a track width increased by 170 mm at the front and 190 mm at the rear, providing a more commanding road presence and a more aggressive stance. The wheelbase has been slightly extended (+55 mm) to reduce overhangs. Despite these muscular changes, the purity of the side profile and the signature low beltline have been strictly preserved.

The boldest and most complex decision was to retain the pop-up headlights. A signature feature of the first series (NA1), pop-up headlights have all but vanished from modern motoring due to regulatory and aerodynamic constraints. Pininfarina and JAS overcame this hurdle by engineering an ultra-fast, servo-assisted opening system featuring state-of-the-art impact sensors and titanium kinematics.

When closed, the headlight units integrate seamlessly into the carbon-fiber hood, ensuring a low aerodynamic drag coefficient; when opened, they reveal high-intensity LED high-beam projectors. The aerodynamic design eschews conspicuous fixed wings in favour of a sophisticated internal airflow system. Air entering through the nose cools the angled radiators and exits behind the front wheels, flowing along the flanks to feed the large side air intakes serving the V6 engine.

At the rear, the updated spoiler and the iconic horizontal light bar—which accentuates the Tensei's visual width—stand out; the light bar has been reimagined with a three-dimensional LED signature and the JAS logo positioned in the centre.

## 3 DESIGN AND MECHANICS (Track-Derived Engineering for the Road)

Beneath the lines sculpted by Pininfarina lies the engineering soul of JAS Motorsport. Drawing on decades of experience building race-winning cars for TCR and GT3 championships on behalf of Honda, JAS has applied the same analytical methodologies used in elite motorsport to Tensei.

The original aluminum monocoque underwent 3D laser scanning and was subsequently revised to suit the Tensei's performance capabilities. To handle the power output and modern high-grip tires, the structure has been reinforced by structurally bonding carbon-Kevlar elements at key chassis junctions (A-pillars, B-pillars, and the central tunnel).

This modification has increased the chassis' torsional rigidity, providing a stiff, responsive platform that enhances driving dynamics. The bodywork is now composed entirely of autoclave-cured pre-impregnated carbon fibre panels, bringing the car's total dry weight to just 1,250 kg.

The suspension geometry has been completely redesigned. The original arms have been replaced by double-wishbone components made from aerospace-grade Ergal 7075 aluminium, CNC-machined from solid billets. A multi-link setup is now used at the rear. The damping system utilises fully adjustable, four-way KW shock absorbers, integrated with a front-axle lift system for road use.

The components of the JAS Tensei represent the pinnacle of automotive engineering: Braking Brembo CCM-R system featuring carbon-ceramic discs—380 mm at the front and 355 mm at the rear—clamped by monobloc callipers (6-piston front, 4-piston rear) derived directly from endurance racing.

Steering variable-ratio rack-and-pinion system with electric power assistance (EPAS) tuned to deliver a purely analogue feel. Tires and Wheels: Forged centre-lock wheels featuring an exclusive Pininfarina design (19" front, 20" rear) shod with Pirelli 245/35 R 19 tires at the front and 285/30 R 20 at the rear.

## 4 - THE JUDD V6 ENGINE (Formula 1 Expertise)

The Tensei's powerplant represents engineering excellence and redefines the concept of a high-performance naturally-aspirated engine, thanks to a collaboration with the British firm JUDD Power. Founded in 1971 by John Judd Sr and three-time World Champion driver and constructor Sir Jack Brabham, Engine Developments (known globally as JUDD) has written indelible chapters in motorsport history, creating winning engines for Formula 1, Formula 3000, and renowned endurance races such as the 24 Hours of Le Mans and the 24 Hours of Daytona.

JUDD started with the original Honda C30A V6 engine block—preserving the original architecture and cylinder bank angle—but completely redesigning every single internal component. Displacement was increased from 3.0 to 3.5 litres, aided by a new short-stroke steel crankshaft derived from racing technology.

Key features of the JAS-JUDD V6 engine are new lightweight alloy cylinder heads built to JUDD specifications, featuring aggressive-profile camshafts and titanium valves. The original VTEC system has been replaced by a fixed-timing racing valvetrain, optimised for airflow at

very high RPMs. The induction system featuring individual throttle bodies for each cylinder, housed within an exposed carbon-fiber intake plenum, ensuring instantaneous throttle response.

Wet sump with baffles multi-stage scavenge pump—essential for preventing oil starvation during high lateral-G cornering on the track—also allowed the engine to be mounted 45 mm lower within the chassis. The engine produces 420 hp at 8,200 rpm, with a redline set at 8,500 rpm. The sound produced by the hydroformed Inconel exhaust unmistakably evokes the scream of 1990s Grand Prix engines. Power is transmitted to the rear wheels via a 6-speed manual gearbox with H-pattern shift layout and a twin-plate carbon clutch. A mechanical Torsen limited-slip differential is also includer to ensure the ultimate physical connection between driver and machine.

5 - "MADE IN ITALY" INTERIOR (Bespoke luxury and analogue purity)

Stepping into the cockpit and taking the wheel of the JAS Tensei means immersing oneself in an environment where racing minimalism meets fine Italian craftsmanship. Pininfarina redesigned the interior while preserving the exceptional original ergonomic layout—championed by Ayrton Senna—characterised by a low dashboard and slender pillars that provide outstanding forward visibility.

Every surface is clad in premium materials. The dashboard is a single structural carbon-fiber element with a matte, anti-glare finish, combined with inserts of natural-tanned full-grain leather and black Alcantara—chosen for ita anti-reflective properties and grip in dynamic contact areas. The monocoque seats were developed exclusively by Sabelt.

Constructed from exposed carbon fibre, the seats feature dense padding—upholstered in hand-stitched saddle leather—positioned only at key anatomical contact points. Despite the car's hardcore nature, micrometric adjustment allows the driver to find the perfect driving position relative to the steering wheel and pedals.

The steering wheel itself—stripped of buttons to avoid driver distraction—is compact in diameter, wrapped in Alcantara, and features a titanium 12 o'clock marker. The central console houses the stunning 6-speed manual gear-shift assembly with exposed linkage; a masterpiece of precision engineering, it features a gear know milled from a solid block of titanium.

The instrumentation eschews large modern touch screens in favour of a custom high-definition cluster that combines a large central analog tachometer (redlining at 10,000 rpm) with two configurable side OLED screens dedicated exclusively to fluid temperatures, operating pressures, and lap times.

A lightweight automatic climate control system and a minimalist yet high-fidelity audio system—specifically engineered to counter the acoustic frequencies of the JUDD engine—round out a cockpit designed for the ultimate purist driving experience.

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