

Charlotte McLaren USA Begins Discussions to Become Primary Distributor for Soriano Motori in North America

NEW YORK, NY, UNITED STATES, December 5, 2024 /EINPresswire.com/ -- [Charlotte McLaren USA](#) has initiated formal discussions with [Soriano Motori](#) to potentially become the primary distributor of the Italian electric vehicle brand in North America. This marks the beginning of a collaboration aimed at expanding the reach of Soriano Motori's electric vehicles to the North American market, continuing the long tradition of Italian automotive excellence while embracing the future of sustainable mobility.

Founded in Italy, Soriano Motori has a storied history in the automotive industry, evolving over the years from a manufacturer of luxury and high-

performance motorcycles to one of the leading innovators in electric vehicle technology. Known for their design and engineering precision, Soriano Motori has established itself as a forward-thinking company committed to producing sustainable electric vehicles that maintain the heritage of Italian craftsmanship.

“

To achieve anything, you must be prepared to dabble on the boundary of disaster.”

Ron Dennis (Former McLaren Team Principal)



The Soriano-Pedroso was a French automobile manufactured in Biarritz from 1919 until 1924. Built by two Spaniards the Marques de San Carlos de Pedroso and the Marques de Ivanrey Ricardo Soriano Sholtz von Hermensdorff, the original models were Ballot (aut

The Historical Legacy of Italian Automotive Excellence

The tradition of Italian automotive design has long been synonymous with performance, style, and innovation. Companies such as Ferrari, Maserati, and Lamborghini have set global standards, and Soriano Motori seeks to continue this legacy with the next generation of electric

vehicles. The brand's emphasis on innovation is reflected not only in its commitment to

environmentally friendly technology but also in its dedication to maintaining the high performance and luxury that have defined Italian vehicles for generations.

The Role of Charlotte McLaren USA in the Future of Electric Mobility

Charlotte McLaren USA, a well-respected name in the North American automotive sector, has built a strong reputation for providing premium, high-performance vehicles and exceptional customer service. With decades of experience in distributing vehicles of superior quality, Charlotte McLaren USA has developed deep connections in the North American market, making it a natural partner for Soriano Motori as it looks to expand its presence in the region.

The potential partnership aligns with both companies' shared commitment to advancing the electric vehicle (EV) movement while honoring the rich history of Italian engineering. The combination of Soriano Motori's cutting-edge technology and McLaren's established network offers an opportunity to bring high-quality electric vehicles to North America's growing market for sustainable transportation.

Looking Toward the Future of Electric Vehicles

The growing demand for electric vehicles in North America signals a shift toward more sustainable mobility solutions. Soriano Motori's foray into the electric vehicle market represents the company's response to this shift, with a focus on blending environmental responsibility with the performance standards that Italian automotive brands are known for.



Purchase it now.



The Soriano duo-flex engine is sure to revolutionize the motorcycle industry and will be available for purchase in the near future.

Both Soriano Motori and Charlotte McLaren USA are committed to upholding the principles of craftsmanship, innovation, and sustainability as they look to the future. Should the discussions lead to a formal agreement, the partnership would place Soriano Motori at the forefront of the electric vehicle industry in North America, bringing a new standard of Italian-engineered electric vehicles to the market.

For more information about the ongoing discussions between Charlotte McLaren USA and Soriano Motori, as well as the future of electric vehicles made in Italy, please visit [website link or contact information].

About Soriano Motori

Founded in Italy, Soriano Motori is renowned for its engineering excellence and commitment to sustainability. From high-performance motorcycles to innovative electric vehicles, the company combines cutting-edge technology with Italian craftsmanship to create vehicles that stand at the intersection of luxury and environmental responsibility.

About Charlotte McLaren USA

Charlotte McLaren USA is a well-established name in the North American automotive sector, known for distributing high-performance vehicles and offering exceptional customer service. With a long history of success in the industry, Charlotte McLaren USA is now looking to expand its portfolio to include electric vehicles, aligning with the growing demand for sustainable transportation.




Symbol of Soriano's Tigre sport DNA, this model has been profoundly revamped to celebrate 80 years of historical success born in royalty. EV Soriano V1 GARA is still the point of reference for sport bikes dedicated to younger riders, a focus of content an



WE ARE AIMING TO PRESENT OUR 2023 COLLECTION TO ALL EXCLUSIVE MEMBERS THESE HOLIDAYS.

Fashion meets engineering at Soriano Motori Corp. Powerful elegance is at the heart of this Italian brand that excels in forming strong partnerships with the leading global fashion houses in Europe and the United States of America.

These two collections per year shall be introduced in 2022 and present in all Soriano Club Houses worldwide.

 SORIANOMOTORI.COM

Today you can buy what you really want. Go ahead and make your own motorcycle.

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