

PAGANI HUAYRA COUPÉ

111

The difficult second album - Project C9, the M158 V12 and the active-aerodynamics era: Pagani's transition from analogue boutique to mature hypercar manufacturer

2011

The unveiling, after roughly seven years as Project C9 - the first genuinely new Pagani platform since the Zonda

100

Customer coupés in the numbered series, 2011-2016 - identified publicly by their position in the run, and none identical

1,000 Nm

From the bespoke twin-turbo Mercedes-AMG M158 - one tonne-metre of torque against ~1,350 kg dry

\$2.3-3.3M

The mid-2026 band - after 2026 results above \$3M suggested the original coupé's re-rating has begun

01 EXECUTIVE SUMMARY

The Huayra was not a turbocharged Zonda. It was Pagani's transition from analogue boutique supercar maker to technologically mature hypercar manufacturer - a genuinely new platform, developed over roughly seven years as Project C9 and unveiled in 2011, carrying a commercial burden no Zonda derivative ever bore: proving the company was not dependent on one charismatic design from the 1990s. Named for Huayra-tata, the Andean god of wind - a metaphor the engineering takes literally, from four independently controlled aerodynamic flaps to turbine wheels and airfoil bodywork - the coupé ran to 100 numbered customer cars, on a new Carbo-Titanium monocoque with a bespoke twin-turbo AMG M158 V12, a transverse seven-speed single-clutch Xtrac gearbox and active suspension integrated with the aerodynamics.

The market judged it harshly at first - against the mythologised Zonda F rather than the 1999 C12 - and for a decade ordinary coupés traded near their configured list prices. That phase appears to be ending: after years of \$1.8-2.1M results, 2026 brought \$3.3275M at Mecum Kissimmee and a \$3.19M Barrett-Jackson record - evidence that collectors have begun treating the original coupé as the foundational Huayra rather than merely the least rare one. The paper's working band is US\$2.3-3.3M (€2.0-2.9M), with the familiar warning that two sales do not make a liquid price level.

Key Finding

The Huayra is the first Pagani with a formal public campaign record, and the checklist treats that as an asset: a 2016 NHTSA recall covered 32 model-year 2014-16 coupés for driver-airbag fastener tolerances (remedied free of charge), and a 2018 battery-management recall covered 16 MY2017 BC/Roadster cars - completion is verified by VIN, never assumed. Factory development also continued after delivery: chassis 56's 2020 auction file documents warranty-supported intercooler, headlight and secondary-air-pump updates six years after build. A 2012 European car and a late US car are materially different machines - and 'which updates does this chassis carry' is the Huayra's version of the build-file question.

The custody profile is the inverse of the Zonda's: not age and simplicity but heat, hydraulics and voltage. Turbo heat-soak management, calculated clutch wear on the single-clutch Xtrac, four aero flaps that must never be moved by hand, and an electrical architecture in which one weak battery mimics faults across gearbox, aero, suspension and immobiliser at once - the Huayra rewards use, but only when its systems are exercised correctly.

02 PROJECT C9 - THE SECOND GENERATION

Why the Zonda had to be replaced, and how completely it was - a new tub, a new engine, a new philosophy.

The Zonda's conception dated from the 1990s; its successor had to absorb tightening emissions and crash requirements, US certification, modern stability electronics, more cabin space and a higher order of aerodynamic control. The Huayra shares no structure with it: a new Carbo-Titanium monocoque, longer wheelbase, track widened by roughly 70 mm, the cabin moved rearward by about 40 mm, new front and rear structures, new suspension installation, turbocharged packaging with its cooling demands, and the transverse seven-speed transaxle. The lineage is visible - central quad exhaust, double-bubble cabin, exposed mechanical jewellery, an AMG V12 - but mechanically this is the second distinct Pagani road-car generation, conceived simultaneously as long-distance GT, 700-plus-horsepower hypercar, aerodynamic research project and artisanal luxury object. That breadth is exactly why it initially seemed less raw than an F or Cinque - and why the comparison was always slightly unfair.

03 THE M158 AND THE SINGLE-CLUTCH CHOICE

One tonne-metre of torque, a deliberately avoided DCT - and the technique that preserves the clutch.

The M158 is a 5,980 cc twin-turbo V12 built by Mercedes-AMG specifically for Pagani: approximately 730 hp (US documentation often quotes 720 bhp - a units and market-paper issue, not a different engine) and 1,000 Nm, with compact turbochargers, carefully designed intake and exhaust systems and management strategies that keep response alive through gear changes. It does not behave like a 1980s turbo car - and it does not deliver the Zonda's linear naturally aspirated response either. The collector distinction is permanent: Zonda for sound, response and mechanical progression; Huayra for torque, speed and technological drama. The gearbox choice was equally deliberate: a dual-clutch robust enough for 1,000 Nm would have added serious mass, so Pagani specified a transverse Xtrac seven-speed single-clutch automated manual with electro-hydraulic actuation and an electronically controlled differential - dramatic under load, abrupt and mechanically busy at parking speeds. That is character, not defect - and technique is custody: minimal throttle while manoeuvring, no prolonged creeping, no holding the car on an incline with the throttle, decisive engagement, a slight lift for relaxed upshifts. Repeated parking manoeuvres consume more clutch life than hundreds of open-road kilometres.

PAGANI HUAYRA COUPÉ - SPECIFICATION	
Engine	Mercedes-AMG M158 - 5,980 cc twin-turbo V12, bespoke for Pagani: ~730 hp (US papers often 720 bhp), 1,000 Nm - longitudinal mid-engine, RWD
Transmission	Transverse Xtrac seven-speed single-clutch automated manual - DCT deliberately avoided on mass; e-diff; paddle shift
Structure	Carbo-Titanium monocoque, ~1,350 kg dry - more than 10,000 components counting engine and gearbox as assemblies
Aerodynamics	Four independently controlled active flaps (two front, two rear) integrated with active front suspension - the model's defining system
Chassis	Double wishbones, pushrod actuation - forged aluminium, titanium, composites; deliberately compliant by hypercar standards
Brakes & tyres	Brembo carbon-ceramics - bespoke Pirelli P Zero development for the platform
Performance	0-100 km/h ~3.2-3.3 s · ~370 km/h+ by specification - and one tonne-metre of torque as the defining figure

04 FOUR FLAPS - THE ACTIVE-AERO IDENTITY

Not the first active aero in a road car - the first continuous four-corner aerodynamic balance.

The Huayra's defining feature is its four-flap system: two movable surfaces at the front, two at the rear, each independently controlled against speed, steering angle, throttle, brake pressure, yaw, lateral acceleration and suspension state. Under braking the rear flaps rise as air brakes and stabilisers; in cornering, inside and outside flaps adopt different positions to manage load and yaw; under acceleration they trim drag; and through pitch changes the active front suspension works with them to hold the aerodynamic platform - because rake changes the airflow over the entire body. Earlier production cars had used active spoilers and air brakes; what distinguished the Huayra was continuous aerodynamic balance through four independently actuated surfaces rather than one speed-deployed spoiler. For custody, the system is one integrated machine: full diagnostic actuation, synchronisation, hinge condition, actuator currents, sensor calibration - and the iron rule that no flap is ever pushed by hand, in washing, detailing or photography. One misbehaving flap does not always announce itself on the dashboard.

05 ONE HUNDRED CARS, NONE IDENTICAL

Production evolution, factory campaigns and two formal recalls - the update state is the specification.

The accepted figure is 100 numbered customer coupés - excluding the 20 BCs, 100 Roadsters, 40 Roadster BCs, the Tricolori, Codalungas, Imolas, 30 Huayra Rs and the one-offs, and not necessarily counting every development monocoque of Project C9. Within the hundred, evolution was continuous: engine software, intercooler and cooling hardware, lighting, infotainment, emissions equipment, aero calibration, carbon finishes and market homologation all moved during production, and Pagani offered substantial post-delivery upgrades - chassis 56's file documents factory-supported intercooler, headlight and secondary-air-pump updates completed under warranty in 2020. The formal record matters equally: the 2016 US recall for driver-airbag fastener tolerances (32 cars, MY2014-16, free remedy) and the 2018 battery-management recall (16 MY2017 BC/Roadster cars) prove Pagani communicated campaigns through dealers where required - and give the buyer something rare in this library: a VIN-checkable compliance record. A 2012 European car and a late US car should never be assumed identical - the update state is the specification.

06 CUSTODY - HEAT, HYDRAULICS AND VOLTAGE

The inverse of the Zonda's file: not age and simplicity, but systems - and the battery as the first suspect.

Heat is the central concern. Turbo oil and coolant lines, wastegate control, intercoolers, boost hoses, manifolds, heat shielding and heat-exposed sensors, wiring, adhesives and hydraulics all live in the engine bay's thermal environment - after hard use the car cools down before shutdown, never immediately after sustained boost, and a visually perfect low-mileage car may still carry years of heat-soak cycles. The transmission file is measured, not felt: calculated clutch wear, engagement values, pump and accumulator condition, actuator leakage, position sensors, calibration and fault memory - with symptoms like inconsistent reverse engagement, delayed first-gear selection, hot harshness or a busy hydraulic pump investigated before parts are thrown at them. The electrical architecture makes the battery the first suspect in any multi-system fault: low voltage mimics failures across gearbox, aero, suspension, alarm, immobiliser and engine management - correct charger always, jump-starting never. The rest of the file: pushrod suspension and nose-lift hydraulics serviced on time not distance; cooling pressure-tested cold and hot with intercooler specification confirmed; fuel and emissions systems (pumps, injectors, vapour recovery, secondary air) exercised against stale-fuel ageing; gullwing doors adjusted and given overhead clearance in storage - a misaligned door damages exposed-carbon edges, and a low ceiling is an accident waiting; exposed and tinted carbon repaired only to factory standard, where weave, tint, resin and clear-coat depth must match under strong light; and interiors of machined aluminium, titanium and bespoke instruments conserved, never attacked with generic polish. The damaging mistakes are custodial and familiar: discharged batteries, clutch creeping, instant shutdowns after boost, old tyres, hand-forced flaps, pressure washing into mechanisms,

wrong lifting points, ignored campaigns - and the assumption that low mileage means no maintenance.

CUSTODY ECONOMICS - PLANNING ALLOWANCES	
Routine annual	€20,000-40,000 - fluids, diagnostics, active-aero test, clutch assessment, battery, tyres; transport can move the total materially
Age-related major	€50,000-120,000+ - hoses, ignition, sensors, intercooler/cooling work, suspension service, gearbox hydraulics, air-conditioning, brakes
Clutch / transmission event	€75,000-200,000+ depending on scope - clutch, actuators, hydraulics, internals, associated updates; diagnosis before parts, always
Recommissioning & structure	€200,000-600,000+ factory recommissioning for neglected cars - accident or structural repair potentially seven figures

(Planning ranges, not official tariffs. Support ran hybrid from new - factory, authorised dealers and technicians; US recall notices directed owners to Pagani dealers, confirming an operating service structure by mid-production. Today routine work runs through the authorised network; the factory remains the address for drivetrain, composite, authentication and restoration work - important cars still travel to Italy, as a Bonhams-offered 2016 car did for four months of sale preparation. Warranty terms were market-specific and are not publicly consolidated - stated as such.)

07 FROM LIST PRICE TO RE-RATING

A decade near configured prices, then 2026 - the public record of the most transparent Pagani market.

Launch pricing opened around €1M before taxes in Europe, with US-market cars listing at \$1.4-1.5M and highly specified examples approaching \$2M - exposed coloured carbon, bespoke interiors and fitted luggage added hundreds of thousands, and the invoice always mattered more than the base price. Allocation was relationship-based but not instantly oversubscribed: controversial styling, turbocharging, the automated gearbox and delayed US homologation left some early cars available through dealers - a situation the BC era ended decisively. The public record since is the most transparent of any Pagani: \$2.09M for number 87 (Gooding Scottsdale 2018), \$1.848M for the factory-updated chassis 56 (RM 2020), \$2.1175M (Mecum 2022), \$1.925M (Barrett-Jackson, January 2025) - then the 2026 step-change: \$3.3275M at Mecum Kissimmee in January and a \$3.19M record at Barrett-Jackson Palm Beach in April. Visible supply remains minimal - one tracker showed a single standard coupé publicly offered - and the structural reasons values sat near list for a decade (100 cars, more desirable BC variants, turbo, automated gearbox, continuing derivatives) are now the same reasons the foundational coupé looks inexpensive beside its own family.

HUAYRA COUPÉ - WORKING VALUATION FRAMEWORK, MID-2026

The band	US\$2.3-3.3M (€2.0-2.9M) for an ordinary but desirable coupé - the 2026 results define the top, the pre-2026 record the floor
Below the band	Higher mileage, weak specification, incomplete history, accident repair, deferred maintenance - and unresolved clutch or electronics discount hardest
Above the band	Exceptional carbon specification, documented low mileage with active maintenance, complete factory history and accessories, desirable market, one-owner files
The hierarchy	One-offs and Codalunga > Tricolore/Imola > Roadster BC > BC > exceptional standard coupés > ordinary coupés - with historical primacy as the standard car's permanent card

(Analytical framework on the most transparent Pagani record - six public results in eight years is still a thin market, and two 2026 sales do not establish a liquid level. The strongest purchases: late fully-updated cars, historically important early cars, exceptional specifications, complete documentation. The weakest: the superficially cheap car with uncertain history - on a Huayra, deferred maintenance is a six-figure discount that arrives later.)

OWNERSHIP VERDICT - THE RATINGS

Reliability	□□□□□	Robust M158 core in a complex installation - heat, hydraulics and voltage set the agenda; update state and exercise history decide condition
Maintenance costs	□□□□□	€20-40K routine, majors to €120K+, clutch events to €200K+ - factory-network custody with transport as a real line item
Parts availability	□□□□□	Better than any Zonda - active dealer network, continuing factory support, formal campaigns - but bespoke carbon and instruments remain factory-only
Investment potential	□□□□□	The foundational Huayra entering re-rating - specification-sensitive, historically primary, and still priced below its own descendants

MARQUE BUYING SCORE - PAGANI HUAYRA COUPÉ

Category	Updated, documented car (campaigns done)	Early original-spec car (unupdated)	Compromised or incomplete car
Reliability	7.5 / 10	6.5 / 10	3 / 10
Driving experience	9 / 10	9 / 10	8 / 10
Ownership cost	3 / 10	2.5 / 10	1 / 10
Parts availability	3.5 / 10	3 / 10	1.5 / 10
Long-term collectability	9 / 10	8.5 / 10	4 / 10
Investment potential	8.5 / 10	8 / 10	2.5 / 10

Scored on the fixed series rubric. The middle column is not a lesser car - an early, original-specification coupé with complete history has its own historical case - but the update state is the specification, and campaigns left undone are deferred invoices. The third column prices the Huayra trap: the superficially cheap car whose clutch values, aero calibration and campaign record nobody can produce.

METHODOLOGY AND A NOTE ON VALUES

Built from factory material, auction documentation and public records: Project C9 (~7 years), unveiled 2011; 100 numbered customer coupés 2011-2016; new Carbo-Titanium platform (track +-70 mm, cabin moved rearward ~40 mm, >10,000 components); M158 5,980 cc twin-turbo V12, ~730 hp/1,000 Nm (US papers often 720 bhp); transverse Xtrac seven-speed single-clutch (DCT avoided on mass), e-diff; four-flap active aero integrated with active front suspension; ~1,350 kg dry; ~3.2-3.3 s, ~370 km/h+. Campaigns: NHTSA 2016 driver-airbag recall (32 cars, MY2014-16); 2018 battery-management recall (16 MY2017 BC/Roadster); chassis 56 factory updates (intercoolers, headlights, secondary-air pump, warranty, 2020). Market: \$2.09M (Gooding Scottsdale 2018, #87, <1,000 miles); \$1.848M (RM 2020, chassis 56); \$2.1175M (Mecum 2022); \$1.925M (Barrett-Jackson, Jan 2025); \$3.3275M (Mecum Kissimmee, Jan 2026, reported); \$3.19M (Barrett-Jackson Palm Beach, Apr 2026, reported record). Pricing history: ~€1M launch base; US \$1.4-1.5M lists; ~\$2M configured (RM description). Working band US\$2.3-3.3M is an analytical estimate. Nothing here is investment advice.

09 THE BUYING PROTOCOL - AND SYNTHESIS

Buy the update state, the clutch values and the campaign record - the foundational Huayra rewards the diligent.

The inspection is factory-led or authorised-specialist-led, and its spine is the update state: chassis number and production sequence, original configuration and carbon type, delivery market, factory options - then every campaign and upgrade verified: airbag recall completion by VIN where applicable, intercooler specification, headlight and secondary-air updates, software level. Structure: monocoque, underside, crash structures, suspension mounts, door and roof areas, panel alignment, paint and clear-coat history. Powertrain: leak-down where justified, turbo condition, boost and cooling systems hot and cold, calculated clutch wear and hydraulic values, differential, fault memory. Dynamic systems: all four flaps through diagnostic actuation, suspension and nose lift, stability systems, air conditioning, every driving mode. Completeness: both keys and the Huayra-shaped display key, manuals, warranty book, fitted luggage, charger, cover, tools. Accident history follows the family rule - panels, structures or monocoque, who repaired, does Pagani recognise the car; factory-repaired is serviceable, but priced as itself. The synthesis is the paper's opening thesis closed: the coupé sometimes overshadowed by its own descendants is the car that proved artistry, emissions compliance, turbocharging and electronic control could coexist - and the best purchase is not the lowest-mileage car but the one with the clearest structural history, every campaign completed, healthy clutch and aero values, complete accessories and an unbroken relationship with the factory network.

WALK AWAY - THE NON-NEGOTIABLES

Campaign or recall status that cannot be verified by VIN · clutch wear and engagement values the seller cannot produce · aero flaps that fail full diagnostic actuation · multi-system electronic faults dismissed as quirks (test the battery first - then walk if they persist) · structural or monocoque repair without factory recognition · missing display key, luggage or documentation on a car priced as complete · heat-damage evidence around turbos and hydraulics · and the Huayra trap in one line: a bargain coupé whose update history is a shrug.

WHO SHOULD BUY THIS CAR

The foundation collector: the first second-generation Pagani - Project C9, first four-flap aero, first turbo Pagani; historical primacy at the family's lowest entry point.

The GT driver: the most usable Pagani of its era - torque, comfort, luggage and range; a hypercar built to cover distance, bought to be driven.

The specification connoisseur: an exceptional carbon commission or historically important early car - where the Huayra's bespoke culture concentrates value.

Not: the Zonda purist expecting a naturally aspirated manual, the bargain-hunter ignoring update state, or anyone who parks it for a decade and calls that preservation.

BOTTOM LINE

One hundred coupés, none identical: Project C9 gave Pagani its second generation - M158 twin-turbo, single-clutch Xtrac, four-flap active aero on a new Carbo-Titanium tub - and a decade of market scepticism gave the patient buyer a foundational car near list price. The 2026 results above \$3M suggest that window is closing. Buy the update state and the campaign record, measure the clutch and the flaps, respect heat and voltage - and remember that the least rare Pagani is still the one that made all the rarer ones possible.

ONE-SENTENCE VERDICT

The Huayra Coupé is Pagani's difficult second album finally getting its due - the car that proved the company could outlive the Zonda, whose hundred non-identical chassis trade on update state and campaign records, and whose re-rating has visibly begun.

SOURCES

Factory material, auction documentation and public record: Project C9 unveiled 2011 after ~7 years' development; Huayra named for Huayra-tata, Andean god of wind; 100 numbered customer coupés (2011-2016 core period) - separate from 20 BC, 100 Roadster, 40 Roadster BC, 3 Tricolore, 5 Codalunga, 30 Huayra R, Imola-series and one-offs; development structures not necessarily within the hundred. Platform: new Carbo-Titanium monocoque, track +~70 mm, cabin rearward ~40 mm, >10,000 components, ~1,350 kg dry. Engine: Mercedes-AMG M158, 5,980 cc twin-turbo V12 bespoke to Pagani - ~730 hp/1,000 Nm (720 bhp in some US documentation - units/market papers). Transmission: transverse Xtrac seven-speed single-clutch automated manual (DCT rejected on mass), electro-hydraulic actuation, e-diff. Aerodynamics: four independently controlled flaps integrated with active front suspension - continuous four-corner balance; earlier active spoilers/air brakes acknowledged. Campaigns: NHTSA 2016 driver-airbag fastener recall, 32 cars MY2014-16, free remedy; 2018 battery-management recall, 16 MY2017 Huayra BC/Roadster; chassis 56 warranty-supported intercooler/headlight/secondary-air updates (RM 2020 file); 2016 car with four months' factory sale preparation (Bonhams). Market: Gooding Scottsdale 2018 \$2.09M (#87/100, Carbonio Rosso, <1,000 mi); RM Sotheby's 2020 \$1.848M (chassis 56, ~5,500 mi); Mecum 2022 \$2.1175M; Barrett-Jackson Jan 2025 \$1.925M; Mecum Kissimmee Jan 2026 \$3.3275M (reported); Barrett-Jackson Palm Beach Apr 2026 \$3.19M (reported record). Launch ~€1M before taxes; US lists \$1.4-1.5M, configured toward \$2M. Band US\$2.3-3.3M/€2.0-2.9M is an analytical estimate. Companion documents: Buyer's Checklist No. 106 and Model File 106; Papers 112-115 for the Huayra family. Values are indicative frameworks, not valuations; nothing here is investment advice.