SAMSON SKY TAPS RENOWNED ITALIAN AUTOMOTIVE DESIGNER FOR SWITCHBLADE FLYING CAR INTERIOR DESIGN

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Samson Sky has enlisted renowned Italian automotive designer Luigi Memola to develop the interior design of its Switchblade Flying Car, bringing world-class automotive styling expertise to the roadable aircraft. Memola is the Founder and Head of Design at EPTA Design, whose team is internationally recognised for its work with leading automotive brands, including Alfa Romeo and Automobili Estrema.

Sam Bousfield, Founder and CEO of Samson Sky stated: “Working with someone of Luigi Memola’s caliber has given us an even higher level of inspiration. He is helping define the essence of the vehicle and establish its visual DNA.”

“The Switchblade represents a genuine leap forward in personal transportation, combining the freedom of the automobile with the performance of aviation,” said Memola. “Working with Sam and

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the Samson Sky team presents a unique and exciting challenge. Designing for a vehicle that transitions seamlessly between road and air requires rethinking traditional approaches and pushing creative boundaries. We are proud to contribute to a project that is helping shape the future of mobility.”

EPTA Design has been tasked with creating a cabin environment suitable for both right- and left-hand drive markets, ensuring global appeal while maintaining the Switchblade’s commitment to accessibility and affordability. Samson Sky says the enhanced level of refinement and comfort will complement the aircraft’s performance-focused character without compromising its value proposition.

In addition to leading EPTA Design, Memola has taught at prestigious design institutions in Italy and Singapore, delivering specialised masterclasses and seminars to both students and industry professionals. A passionate kitesurfer, skydiver and aviation enthusiast, he brings a personal appreciation for flight and performance that aligns naturally with Samson Sky’s vision for next-generation transportation.

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