



Car of the Century

Saturday, 18 December 1999

The final of the Car of the Century contest took place in Las Vegas on December 18 1999 with the Ferrari 250 GT SWB designed by Pininfarina one of the contenders for the award. The organisers' intention was to honour the most significant 20th century contributors to the automotive industry in the following categories.

Car Entrepreneur of the Century, Car Executive of the Century, Car Engineer of the Century, Car Designer of the Century. A jury of 132 motoring journalists from 33 different countries included Battista "Pinin" Farina in the short-list of five in the Car Designer of the Century Class and Sergio Pininfarina in the short-list for Car Entrepreneur of the Century.

These are highly significant honours that pay an important tribute to the creative and engineering talents of our Founder Pinin Farina (1893-1966) and his successor Sergio Pininfarina, now the company chairman, who has done so much to raise its technological and industrial development to a position of major international significance.