



Pininfarina at the Motor Show 2000 - Bologna

Friday, 1 December 2000

Metrocubo: a revolution in citycar architecture

70 years with the Rossa: a symbolic choice

PININFARINA and MICHELIN share a stand at this year's Bologna Motor Show. The idea is to showcase not just two Pininfarina concept cars, the METROCUBO and the ROSSA, but also to highlight the functional, technical and design potential offered by the French manufacturer's revolutionary technology of the interesting and innovative PAX SYSTEM which is not simply a tyre but a complete wheel assembly with vertically hung tyre, support and indicator.

Pininfarina was set up in 1930 as a bodyshop with the ability to handcraft single cars or limited editions that were outstanding in their creativity, innovative content and build quality. Today that little bodyshop has developed into an industrial Group, quoted on the Stock Exchange since 1986, whose core business remains in the automotive sector in the form of different possible kind of co-operation with the manufacturers. The Pininfarina Group employs some 2500 people in its 9 companies located in Italy and Germany and its six factories that cover a total area of over 630,000 sq.m. In 1999 its consolidated value of production came to 1,200 billion lire with 44,500 cars manufactured.

Those figures confirm Pininfarina's INDUSTRIAL status as a company on the market as FULL SERVICE PROVIDER to the car manufacturers. In fact, Pininfarina can offer those partners a comprehensive support package that covers every step of the realisation of a new product, from the first rendering to the finished car. Alternatively, it offers all those services - design, engineering, development, industrialisation and production - individually or flexibly packaged, according to the individual client's needs.

Pininfarina developed into the industrial operation it is today, while retaining and indeed building on its independent creative capacities. In fact the Company continues to develop its own research concepts in parallel with the collaboration with the car manufacturers, an ability that has allowed and still allows Pininfarina to exploit its creativeness, to update its know-how in the design and engineering sectors, to experiment with new trends and new ways of expression, to stay ahead of the game by rethinking the present in order to offer a unique vision of possible futures.

With all that in mind, Pininfarina has consistently invested huge intellectual and financial resources in independent research since the Sixties. In the process it has developed over 60 concept cars that have explored the innovative possibilities in the fields of formal innovation, aerodynamic research, new technologies and materials, safety and environmental protection. In fact Pininfarina has made a substantial contribution to automotive progress at both aesthetic and technical level over the years.

Most recently, the two research prototypes of 1999 and 2000, the METROCUBO and the ROSSA, offer a clear demonstration of Pininfarina's ability to identify and develop new ideas that cover every aspect of the car in the form of two vehicles with two very different missions. For its part, the METROCUBO takes just 2.58 metres to propose a new kind of urban mobility. The METROCUBO exploits the technological advantages offered by the MICHELIN PAX SYSTEM to create a hybrid powered vehicle with a revolutionary architecture that can seat 5 people. The ROSSA, created to celebrate the Company's 70th birthday, also uses the MICHELIN PAX SYSTEM, this time for the purposes of pure formal research, a creative interpretation and development of some of the key themes that have characterised Pininfarina's long partnership with Ferrari: research that becomes emotion when combined with the prestigious mechanicals of the Ferrari 550 Maranello.