



The Pininfarina Metrocubo wins prestigious design awards in Tokyo

Friday, 20 October 2000

Metrocubo, the Pininfarina research prototype which received its world preview at the recent Frankfurt Motor Show and is now on display at the Tokyo Motor Show, has won three of this year's prestigious Concept car of the Year Awards. The ceremony took place on Wednesday, 20th October in Tokyo's Axis Building during the Automotive Designers' Night.

Promoted by Automotive News International, cars are judged under four separate Concept Car of the Year headings: Interior Concept, Safety Concept, Environmental Concept and Concept of the Year. In each case points are awarded for technological character, feasibility, potential manufacturing cost, real consumer benefit and level of innovation.

Metrocubo came first in the Interior Concept class which rewards the year's best interior design. It came second in the Environmental Concept class on the basis of its contribution to environmental research. Finally, Metrocubo won third prize in the Safety Concept category for its success in reconciling safety with cutting-edge mini-car design.

The jury comprised Chuck Jordan, former Vice President of General Motors Design, Carl Olsen, Director of Transport Design at the Center for Creative Studies di Detroit, Ken Greenley, Director of Automotive Design at the Royal College of Art, and Gordon Murray, Chief Engineer at McLaren Cars Ltd. Their scrutiny winnowed down the 55 original research prototypes to 19 finalist, among them Metrocubo.

The Pininfarina model was the only Italian entry and did significantly well in three of the four award categories it had entered.