



## **Ford Europe links with Pininfarina to put Streetka into production**

Tuesday, 27 February 2001

Ford of Europe GmbH and Industrie Pininfarina SpA today announced that they had signed a Memorandum of Understanding for the engineering and manufacture of future niche vehicles, starting with a production version of the Ghia-designed Ford StreetKa Concept.

"Our new partnership with Industrie Pininfarina is good business in the aftermath of our European restructuring," said Ford of Europe President and Chief Executive Officer David Thursfield. "Using their specialised capabilities and expertise for niche products like the StreetKa makes more sense than it would for Ford to invest in low-volume production capacity.

The Ford Streetka concept has received enthusiastic public response since its debut at the 2000 Turin Motor Show, and the decision to proceed with a production version follows a detailed feasibility study by Ford's European product development group.

True to the concept vehicle, the production version of the Ford StreetKa will be based on the popular Ford Ka. Ford is targeting 2003 as the timing of the street-sports car's public introduction.

### **FORD AND PININFARINA - A NEW RELATIONSHIP**

The production version of the Ford StreetKa marks the beginning of a new relationship between Ford and Industrie Pininfarina SpA, one of the automotive world's most respected experts in the engineering and manufacture of exciting niche vehicles.

The StreetKa production programme will be headquartered at Industrie Pininfarina's development and manufacturing facilities in the Turin area.

"This important first step in our relationship with Ford of Europe is a good example of how the Pininfarina Group is expanding its portfolio of services to OEMs" said Sergio Pininfarina, Chairman and Managing Director of Pininfarina.