



2002 Bologna Motor Show

With the inauguration of its Engineering Centre last October 14th, Pininfarina now boasts a new industrial structure equipped with the necessary technological tools and human resources to compete in today's market. But not only this, it represents the beginning of a new activity for the Group. Namely, product and process engineering know-how in the automotive sector are now made available to the International Motor Industry, know-how the Group has possessed for some time but which up to now has been primarily dedicated to internal production activity. Today this know-how is offered to Clients for production purposes, including at their own sites.

A strategic decision that has enabled the Group to extend the value chain of services offered to current and potential Clients and which represents an overall strengthening of expertise in both qualitative and quantitative terms in the design and production fields.

This move was first announced officially at the last Turin Motor Show in spring 2000, a year that marked the Company's 70th anniversary. Quite a number of operators were sceptical about this announcement and therefore the Company is particularly pleased that this first operational step towards competing in this sector has been completed in just 15 months. And what is more, the Memorandum of Understanding signed last November between Volvo Car Corporation and Pininfarina confirms the validity of this approach.

The agreement with Volvo in fact provides for the development programme of a new car for the Swedish manufacturer's range. Starting from the Volvo's styling definition, Pininfarina is responsible for the entire project development and provides all product and process engineering services, prototyping and testing. The development team dedicated to Volvo is already operational at the new Engineering Centre and represents tangible evidence of Pininfarina's integrated growth. Growth based on an awareness that the market requires more and more flexibility - but also greater know-how and capabilities - from a Company aiming to be a comprehensive supplier of services in the car field.

The numerous cars on the stands of manufacturers at the 2002 Bologna Motor Show are the outcome of various levels of cooperation between Pininfarina and its Clients, but it's really the Pininfarina stand itself that best pictures the Company's role in the market.

On the one hand, the FERRARI 360 SPIDER and 575M MARANELLO, pure design for two Ferrari thoroughbreds of great success.

On the other, the FORD STREETKA - first Italian preview - namely, the engineering and production services that Pininfarina can offer manufacturers, guaranteeing the market excellence in terms of meeting time scales, costs and quality.

And lastly, the HF FANTASY - first European preview - research prototype for Chinese manufacturer, Hafei. Pininfarina is the first and, to date, only Italian independent design Company to have effectively cooperated on a continuing basis in a market with such a very high growth potential as China. The result of the most recent assignment of a series that ranges from contributing ideas to styling and product and process engineering performed for Hafei Industrial Group Corporation is the Lobo city car, presented at the Beijing Motor Show in June 2002. A new vehicle soon to be launched confirms the validity of this significant relationship in terms of quality of high added value services.

In addition, exhibits on the stands of manufacturers present at the Bologna Motor Show include the "Enzo" - a Ferrari representing the best possible example of Pininfarina's creative and technological capabilities



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applied to a product that is the absolute leader in terms of performance and image at worldwide level; Alfa Romeo Spider; Daewoo Tacuma; Ford StreetKa; Peugeot 406 Coupé, 406 Saloon and Station Wagon, the bodywork for which is the result of cooperation - not subject to confidentiality - between Pininfarina (in the role of partial or complete cycle Service Provider - styling, engineering, production) and the manufacturers concerned.