



Pininfarina at the Turin Automotive Design exhibition with the Citroen Osée

Tuesday, 2 July 2002

Pininfarina is contributing to the Turin Automotive Design Exhibition at the city's Motor Museum (July 2 - September 1) with a research prototype, the Citroën Osée. The exhibition will also accommodate the results of a project sponsored by the Fiat Research Centre which was undertaken by the final year Transportation Design students at Turin's Institute of Applied Art and Design (IAAD). The students had been asked to design a transport vehicle for the future that would revolutionise current ideas about urban mobility. It was hoped that they would come up with new shapes, new vehicles and new ways of using them.

Along with other Turin bodymakers who were present with prototypes and designs for cars of the past, present and future, Pininfarina therefore accepted the invitation to display the Osée beside the young designers' projects.

The Osée received its world preview at the 2001 Geneva Motor Show when it won the Editors' Choice Award presented by the American car magazine AutoWeek for Best Concept. The Osée is the first Pininfarina prototype to be built on Citroën mechanicals and it develops an idea that was completely new to Citroën - a pure sports car with a central engine - which nevertheless turned out to be completely in harmony with the Citroën philosophy and image.