



## **Battista “Pinin” Farina joins the legends in the “European Automotive Hall of Fame”**

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Battista "Pinin" Farina is one of the five automotive legends who entered the European Automotive Hall of Fame in 2002. This new institution was established last year by the prestigious motoring magazine Automotive News Europe in order to honour the men who have made automotive history.

The Founder of Pininfarina entered this Pantheon in the company of Henry Ford, the Michelin brothers André and Edouard and Nikolaus Otto. In the words of Rick Johnson, Editor of Automotive News Europe: "The influence of Pininfarina and the other members of the Hall of Fame on the automotive industry has been profound. Thanks to the combination of genius, courage and farsighted determination, these men were responsible for building companies, developing technologies, creating design principles and industrial ideas which were so innovative that even today they set the standard for the world of the car".

The five new members of the European Hall of Fame were selected by a committee composed of twelve authoritative representatives of the motor industry. Their official admission to the ranks of the elite took place at a ceremony held at Geneva's International Motor Show on March 5th 2002. The plaque commemorating the induction of the Founder was given to Sergio Pininfarina by the former Chairman of Mercedes-Benz AG, Helmut Werner, who celebrated Battista Pininfarina by mentioning the freshness and the worth of his creative intuitions expressed in everlasting cars that today as then, perhaps more than then, are a subject of interest, study and even inspiration for those who love the car and work in its world. Battista Pininfarina was also celebrated for his far-sighted approach as entrepreneur, for his industrial realisations and, last but not least, for his uncommon human qualities.