



## **Pininfarina in Japan with Ferrari and Maserati**

Wednesday, 24 April 2002

Pininfarina will also be making a contribution to celebrations Japan has organised for the two Prancing Horse brands - Ferrari and Maserati. As part of the "2001 Italy in Japan" project, the final act will be an exhibition entitled "Art in Action: Ferrari and Maserati" to be hosted by the Tokyo Museum of Contemporary Art from April 27 to July 14 2002.

On show at the exhibition will be many of the two prestigious brands' outstanding racing and road models and, in a world preview, a scale model of the new Maserati Quattroporte and the styling mock-up of the Ferrari "FX". The latter, which is the code name for the car that will take over the baton from the F40 and F50, will be presented officially at the Paris Motor Show on September 26 and then be produced in a limited run at Maranello.

Pininfarina began designing Ferrari's in 1952 and since then around 200 models have seen the light as a result of this unique and prestigious partnership: from cars initially built for individual clients and racing, to production models and prototypes built from the '60s onward.

In the early years of the partnership with Ferrari, Pininfarina focused on achieving a level of technical and functional excellence consistent with such an ultra-high performance product. Styling has never been over the top: the product's excellence must be perceived by way of the technical content of the design. As time went by, and as a result of the ongoing nature of this Ferrari-Pininfarina venture, the cars took on a well-defined look and further challenges had to be met. Model after model saw a continuous search for technical-stylistic innovation in efforts to further improve the product - although surpassing the previous Ferrari has always been an extremely difficult exercise, given the need to preserve an existing, instantly recognisable Ferrari personality and an unmistakable brand image.

Fundamentally the guidelines for Pininfarina's approach to design can be summarised as a search for purity of line and harmonious proportions, highlighting innovation but with absolute respect for functionality.

The line of a Ferrari product instantly communicates its sporting qualities and power, its lightness, compactness and safety, in keeping with the purest expression of the brand's personality. Pininfarina will participate in the Tokyo exhibition with a contribution that includes scale models of the Dino 206 Competizione (1967), Ferrari Modulo (1970) and Ferrari 250 Le Mans (1965), the wooden buck for the Ferrari 512 S (1970), the Ferrari Mythos (1989) and Ferrari P5 (1968) prototypes and a series of 12 original paintings by artist Dexter Brown, produced for Pininfarina over the years and showing Dino and Ferrari models from the 1965-1992 period.