



## **A completely new look for Pininfarina, even its web site**

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Today Pininfarina is a flexible partner able to provide a comprehensive range of services to car manufacturers. This new guise, the result of a company reorganisation that began back in 2001, also includes the redesign of the Pininfarina web site, which has been strategically reinterpreted to optimise daily contacts with the general public and media by presenting its activities from an overall Group standpoint. In particular the site, which has already recorded by May 2002 its 200,000 hits, introduces many innovative elements focused on three basic aspects: contents, usage and colour.

Starting from the dynamic, multicolour home page, which like all the other pages uses a vertical surfing system, visitors are accompanied to the most hidden away corners of the site: small icons and rapid flashes to immediately grasp the essence of Pininfarina. For instance, cooperation with Ferrari, the Group's many areas of activity, research prototypes, the section dedicated to product design. Furthermore, a new service enhancing job opportunities inside the Group has been introduced (Looking for a Job?). Much of the redesign task involved restructuring content: what in the past were extremely bulky sections (Press, Finance, History and Communication, the Group, Research) seem to have been slimmed down by utilising pull-down menus and a more airy text layout, all of which facilitates the visit. But there's also a new section, Full Service Provider, which illustrates Group activities from a communication/marketing standpoint: today Pininfarina's core business is to be a supplier of all-round services adopting a flexible approach to meet the requirements of its clients, the car manufacturers.

Another important new feature is an automatic transfer service of releases concerning the Press and Finance sections that are expressly dedicated to journalists: those who register by leaving their name, surname and e-mail address will be able to receive the latest press releases, financial statements and reports, and news updates in real time in their mailbox. Thanks to the new archive, also consultable by reference periods, releases are immediately much more legible: a summary of individual articles is already given in the page. Also the map of the site - always present and very intuitive - considerably improves consultation. In addition, a selection from Pininfarina's extensive photo archive will soon be available online, which means it will be possible to download images in the form of printable high resolution files. In short, our aim is to put over the Company's mission in a transparent, user-friendly manner. Within an Italian and international financial/industrial and ethical/cultural context Pininfarina is recognised as a company with longstanding traditions but also a youthful mentality.

A Company that has managed to continually renew itself, which interprets change as an opportunity and that fully understands the meaning of "continuous improvement" in day-to-day working terms. Our web site aims to transmit this forward-looking spirit too. A spirit of competitive excellence in terms of our products and processes that doesn't overlook ethical values and codes of behaviour which are, and must remain, a benchmark for everyone: individuals, communities and companies everywhere in a world moving progressively towards globalisation.