



## **Pininfarina celebrates production of 100,000 units**

Thursday, 19 June 2003

Pininfarina celebrates the 100 thousandth unit of the Peugeot 406 Coupé to come off the production line at its San Giorgio Canavese (Turin) plant. A significant goal and reason for immense pride and satisfaction, testifying to the continued huge success of the 406 Coupé, a model first launched in 1997, thanks to its design and elegance but also because of its dynamic performance and technological content that make it an exclusive model in the marketplace.

The Peugeot 406 Coupé, designed, developed and produced by Pininfarina, is certainly a concrete example of the complete range of services Pininfarina can offer the automotive sector: not only its know-how in the niche model styling and design/production fields but also its engineering capabilities for third parties. It also highlights the success of cooperation between Pininfarina-Peugeot that has spanned more than half a century and of which the 406 Coupé itself represents a particularly important moment. The French manufacturer not only assigned exterior and interior styling and design to Pininfarina but, and for the very first time, responsibility for producing the entire vehicle, including assembly of the mechanicals and testing.

Starting May 2003 the 406 Coupé is available in a new version that, while still remaining true to its original proportions and balanced styling, introduces a number of new design features. Pininfarina has created a newly styled front-end to give it a pleasantly aggressive look, reinforced by the larger air intakes and honeycomb grille. At either side of the air intakes, new, smaller, round, lenticular fog lights. Decorative features on the fascia have a matt metallic finish, with the Pininfarina logo in bright black letters. The instruments have this type of finish too, with a black border running around the instrument panel and air vents. Interior features are now even more elegant, from the black central console to leather trim on the side panels of the seats.