



Pininfarina at “Automotor 2003” with the “Rossa” and the “Ford Streetka”

Thursday, 20 March 2003

The “rossa” prototype and a production model, the Ford Streetka, are representing Pininfarina at the 22nd edition of Automotor, the International Automotive componentry, spares and accessories show to be held at the Lingotto Trade Fair Centre in Turin on March 26 - 30 2003.

The “rossa” is the two-seater spider on 550 Maranello mechanicals built by Pininfarina in 2000 to celebrate the company’s seventy years in the business. That same year the “rossa” also won the Concept Car of the Year Award. The Ford Streetka on the other hand, is the production version of the prototype that made its debut at the 2000 Turin Show. Having assumed full responsibility for the bodywork, product and process engineering, Pininfarina also started manufacturing the production model in its Grugliasco and Bairo factories in January 2003.