



Pininfarina and Besson together for a new line of sport clothes



FIRST TEST WITH THE ATHLETES OF THE FRENCH SKI TEAM IN THE PININFARINA WIND TUNNEL.

Pininfarina Extra and Besson signed an agreement for a highly technological and functional line of ski clothes. The announcement has been given last November, 8th at the Pininfarina Wind Tunnel in Grugliasco (Turin), where aerodynamic tests were effected on the present Besson ski-suits.

Pierre Dalcin and Antoine Deneriaz, athletes of the French national team, volunteered as test-men for materials and tailoring lines, taking advantage of the data elaborated in the Wind Tunnel in order to study and improve their trim on the ski. In fact the measuring will be used both for the development of the Besson/Pininfarina project, addressed to customers demanding in terms of trend and material, and for the improvement of the French team performances.

The launch on the market of the Besson/Pininfarina line, preceded by a preview at the beginning of the next year at the ISPO of Monaco, is expected for the winter season 2004/2005.