



Pininfarina Extra and Bric's at the 2003 Mipel Exhibitions



The new line of Bric's products designed by Pininfarina was presented at the 2003 Mipel Exhibition held in Milan from September 20-23rd.

Aim of the collaboration between Pininfarina Extra and Bric's is the launch on the market of a set of products able to combine the aesthetic-stylistic aspect with important technical-functional solutions, in order to offer a real and perceivable value to the final consumers.

The new line, in fact, was designed not only with stylistic purposes. The specific functions of the products were matter of a study in depth, in order to completely satisfy those needs of security, safety and easiness of transport proper of the "traveller" people.