



Pininfarina Extra and Grendene present the new Rider model



The partnership between Pininfarina Extra and the Brazilian company Grendene has created the after-sport shoe Rider Pininfarina: a highly attractive product that, associating the most modern technologies of the Brazilian company to the designing process of Extra, brings to the consumer an excellent balance style-performance and will be marketed in several countries, in all continents.

Among Grendene's consolidated brands in the international market is Rider, with its particular identity, which allies bold design and a high level of comfort and quality, taking the current tendencies in the world of the injected shoes.