



Jaguar and Pininfarina showcase their passion for Design

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The famous British marque Jaguar and Pininfarina, celebrated their collaboration on the X-TYPE Wagon – a first example of the Pininfarina activity in the product engineering field - with the unveiling of a unique "Jaguar Formula One Art of Speed." The creation, which is a visual representation of the fluidity of aerodynamic forces experienced by Formula One cars, was unveiled yesterday at a private viewing at the Jaguar dealership in Bologna, Italy.

The viewing was attended by an eclectic audience, comprising Italian personalities from the world of art, fashion, motoring, motorsport and design as well as VIP guests.

Unveiling the unique project, Jaguar Italy Managing Director, Jon Lewis, said: "Jaguar Cars and Jaguar Racing are delighted to have worked with Pininfarina on this unique project – it's a celebration of both companies and their inherent passions for design."

Pininfarina has taken a Jaguar Formula One car and graphically painted it, taking direct inspiration from aerodynamic research - a field in which Pininfarina has been active since 1972 when it pioneered the first full size wind tunnel in Italy.

Andrea Pininfarina, CEO, Pininfarina S.p.A. said: "The Design Team at Pininfarina has chosen colours to illustrate the forces that act on a Jaguar Formula One car at racing speeds - the spectrum flows from red for maximum force to yellow, green and blue representing an analysis of the incredible stresses that the air flow forces on to the machine and driver."

F1 development is a thorough test bed for the next generation of automotive engineering which will find its way to safe, technologically-advanced, stylish and desirable cars in the future.

The "Jaguar Formula One Art of Speed" explores the full decorative potential of these functionalities of the car itself rather than applying an additional decoration over it. The bodywork has been transformed into a painting that unites aesthetics and functionality with strong colours that underline its three-dimensionality and dynamism.

Pininfarina has also worked with Jaguar on the development of the Jaguar X-TYPE Wagon, unveiled yesterday at the Bologna Motor Show.

Ian Callum, Jaguar Design Director said: "The X-TYPE Wagon has been designed to meet the needs of a new generation of wagon car buyers. Style is now a key motivation when choosing a wagon, with more than a third of European purchasers citing it as their number one consideration".

Under the direction of Callum, who is based at Jaguar's Design Studio in Whitley, Coventry, England, Pininfarina provided valuable technical support during the development of the X-TYPE Wagon, in the fields of body engineering, vehicle engineering and packaging. Pininfarina was an ideal partner for Jaguar as both companies have a passion for design and a wealth of knowledge gained over many years.