



The Pininfarina-Designed Maserati Quattroporte is the world's most beautiful car

Monday, 17 November 2003

Another prestigious international award for the Maserati Quattroporte designed by Pininfarina. When the British magazine GQ (Conde Nast) drew up a list of "The 100 most beautiful things in the world", it selected trend-setting items from all sorts of categories: from furniture to jewellery; from cars to music CDs. And the Quattroporte which headed the car list also came close to the top of the overall listings.

So yet again, the great personality of this Italian flagship has received the credit it deserves for being a unique blend of elegance and sporty character. Given its world preview at this year's Frankfurt Motor Show, the Quattroporte was acclaimed by critics and public alike.

More recently, in fact, it was also judged the Most Beautiful Car in the World in the prestige saloon class by a jury of eminent architects, artists and designers. The prize itself will be presented during the Milan Triennale on March 5 2004.