



The Enjoy wins the “Most Fun” prize awarded by Autoweek

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The Enjoy, the Pininfarina research prototype which had its world preview at the 2003 Geneva International Motor Show, has won the "Most Fun" prize, one of the Editors' Choice Awards presented by the prestigious American magazine AutoWeek.

For over ten years, the AutoWeek Editors' Choice Awards have rewarded models that the magazine identifies as the "Best in Show", "Most Fun", "Most Significant" and "Best Concept" at the main international motor shows. In 2001 another Pininfarina prototype, the Osée, won the "Best Concept" prize. This year the choice for the "Most Fun" category has gone to the concept car with which Pininfarina reinterprets the theme of pure sportiness. It is a roadster conceived to be used on the road and on the circuit, thanks to its modular structure with central body and four removable wings, a device that produces a road configuration with covered wheels, and a circuit version with open wheels.

The citation for the award reads: "One thing is obvious about the Enjoy: somebody enjoyed doing it. Based on motorcycle and single-seater dynamics, it reminds us of weekend club-racing idols like the Caterham 7 and the Lotus Elise, or recent show cars like the Mercedes-Benz F400 Carving (Tokyo 2001) and the Lotus M250 (Frankfurt 1999). The engine is a 1.8 litre 4-cylinder that delivers 135 bhp with Lotus fair dust. One of the tricks of the Pininfarina one-off is that you can drive it on the street with fenders and all, but then on the track with open wheels, having removed the four fenders. We watched the Pininfarina little helpers do this and it's a breeze. When not in use you can close the barchetta cabin completely from the elements with two carbon fiber panels you store in the front cargo hatch. For us, the whole package hinges on thrills and chills (in a word, fun)."