



Pininfarina Rossa, queen of Villa d'Este

Monday, 28 April 2003

The "Rossa", the two-seater spider on Ferrari 550 Maranello mechanicals, designed by Pininfarina in 2000 to celebrate its 70 years in the business, was crowned Queen of the 2003 Villa d'Este Concours d'Elegance which ended at Villa Erba on April 27. The Pininfarina research model was the biggest vote-winner in the concept car class, earning the BMW Group Design Award and the Villa d'Este Concours d'Elegance Award.

The event was jointly organised by Jean Marc Droulers, Chairman of Villa d'Este, and the BMW Group. On the day, Jury and public were able to enjoy a parade of 52 classic cars and 15 prototypes created by Turin coachbuilders and the Style Centres of the major motor manufacturers.

The "Rossa" had already been voted concept car of the year receiving its award at the ceremony held in September 2000 at the Louvre in Paris to coincide with the Mondial de l'Automobile.