



“Design as the key to success”, Pininfarina is one of the stars of a convention and exhibition organised by the magazine Quattroruote

Monday, 24 February 2003

The Pininfarina Dardo and "rossa" prototypes will be on show at an exhibition organised by the monthly magazine Quattroruote in Piazza degli Affari in Milan, from February 27 to March 2, 2003.

The exhibition, which will be open to the public, free of charge, from 9.30 am to 6.30 pm, has been organised to coincide with the convention "Design as the key to success" which will be held in Palazzo Mezzanotte on February 27, with Andrea Pininfarina among the guests, together with other important exponents of the international design world. The round table will be moderated by Mauro Tedeschini, editor of Quattroruote.

The Alfa Romeo Dardo (1998) is a pure styling study, an open sports car with a strong emotional impact, which was inspired by the Alfa Romeo 156. The Ferrari "rossa", a prototype that Pininfarina built in 2000 to celebrate the company's 70th anniversary, is a two-seater sports car with the engineering of the Ferrari 550 Maranello, that won the "Concept Car of the Year" award at the Paris Motor Show in 2000.