



Pininfarina in Shanghai for the "Shape Mission" exhibition of Italy's coachbuilders (04/18/2003 - 05/08/2003)

Wednesday, 9 April 2003

Pininfarina will be among those playing a leading role in the "Shape Mission, Car design in Turin and Piedmont" Exhibition to be held at Shanghai's Urban Planning Museum from April 18 to May 8 2003. The aim of this exhibition is to illustrate to a vast international public the prestigious history of a trade - that of the coachbuilder - which over the course of one century has seen the Turin metropolitan area establish itself as one of the capitals of the motoring world. And this thanks to the intuition, creativity, dedication to craftsmanship, design and engineering expertise, technological research and entrepreneurial courage of its coachbuilders.

"Shape Mission" describes the design process by presenting research and technical renderings and drawings, case histories and both scale and life-sized 3-D models. In fact, on show will be the Pininfarina life-sized model of the Ferrari "rossa" prototype (2000) and 1:5 scale models of the Peugeot 406 Coupe (1996) and the Ferrari Mythos (1989), Honda Argento Vivo (1995) and Metrocubo (1999) prototypes. And up to April 20 the exhibits will also include the HF Fantasy (2002), the concept car to celebrate cooperation between Hafei Industrial Group Corporation and Pininfarina, seen as the ideal supplier not only in terms of design but also for development and engineering in the automotive field.