



Pininfarina signs agreement with Changfeng and strengthens its presence in China

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Turin – On the occasion of his trip to China, where he took part in the Business Forum “Made in Italy in China” organised in Shanghai by Confindustria and Ice (Institute for Foreign Trade), the CEO of the Pininfarina Group, Andrea Pininfarina, signed a cooperation agreement with the Chinese company Changfeng for the supply of design and engineering services for a SUV scheduled for production in the Changsha plants.

The signing of this important deal with a new customer confirms Pininfarina’s position of leadership in China in the automotive services sector and helps to consolidate even further the company’s relations with AviChina (Hafei) and Chery. This deep-rooted presence in China has also led Pininfarina to open offices in Beijing to improve its servicing and support of local customers.

Pininfarina was the first independent Italian design house supplying automotive styling, engineering and development services to reach an agreement, in May '96, with a Chinese company: from this cooperation with Hafei have come the Zhongyi minivan, the Lobo city car and the Saibao saloon.