



## **Battista “Pinin” Farina inducted in the Automotive Hall of Fame**

Wednesday, 7 April 2004

Turin – Battista “Pinin” Farina is one of the automotive celebrities inducted in 2004 in the Automotive Hall of Fame. The announcement was made today on the occasion of the first press day at the New York International Auto Show.

“The Italian automobile design genius, Battista ‘Pinin’ Farina – quotes an official note released by the Hall of Fame - founded ‘Carrozzeria Pinin Farina’ in 1930 with the intention to build special car bodies. His work influenced countless Alfa Romeos, Fiats, Ferraris, Lancias, Peugeots, and even some classic Nash Healey. The name Pininfarina is synonymous with many of the world’s most significant automobiles. He started friendly relations with Ford and GM”.

Formal induction ceremonies will take place October 5, 2004 in Dearborn, Michigan, where Sergio Pininfarina will be present.

The Automotive Hall of Fame, which welcomes over 30,000 visitors a year, is the highest place of honor for big personalities of the global motor vehicle industry, a way of preserving the history of mobility by celebrating the creativity, toil and genius of the individual.