



Pininfarina brings Iconic Design to Mobile Phones



Pininfarina and Motorola announced that Motorola, Inc. (NYSE: MOT) has selected Pininfarina Extra to design its latest line of iDEN(r) mobile phones.

"Pininfarina's consolidated cultural and industrial roots, formed in over 70 years of design activity, and Motorola's 75 years of success in the field of communications, represent an essential point of convergence in this new relationship," said Paolo Pininfarina.

The first result of the strategic cooperation of this winning team will be a collection of three co-branded, limited edition Pininfarina

Motorola phones, to be launched during 2004, 2005 and 2006 in the United States.

"The new line of Motorola iDEN mobile phones will combine the elegance and essentiality typical of Pininfarina design, with technical innovations that offer end users real, perceivable added value in terms of ergonomics and functionality," said Franco Lodato, IDSA, Creative Director of the Future Design Lab, Motorola's iDEN Subscriber Group.