



## **Pininfarina and Ford together again for the new Focus Convertible**

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Following the Streetka, Pininfarina will also produce in its facilities the new Ford model based on the Focus Vignale Concept, star of the Paris Motor Show.

Turin – Ford of Europe and Pininfarina extend their partnership, having signed a new contract to turn Ford's Paris show stopping Focus Vignale Concept from design concept into production reality in around two years. "The media and public reaction to the Ford Focus Vignale Concept in Paris was outstanding, and confirmed that we should put this vehicle into production at the earliest opportunity", said Lewis Booth, President of Ford of Europe. "Not only did it wow the crowds with its elegance and design flair, it also emphasised the potential inherent in the dynamic design of the new Focus range".

Full technical details and the name of the production version of this new Focus model will be announced closer to its launch in approximately two years time.

Ford and Pininfarina joint design and engineering team

Ford and Pininfarina SpA have already worked together with great success to produce the Ford Streetka roadster. Pininfarina's expertise in engineering and manufacturing niche vehicles will be crucial to the success of this latest venture and in this case Pininfarina will also be a significant contributor to the final design of the vehicle.

"We are delighted to be working together with Ford on this prestigious programme", said Andrea Pininfarina, CEO of Pininfarina SpA. "Pininfarina is renowned for its in-depth knowledge and experience in the design and manufacture of specialised and stylish vehicles and we provide the perfect complement to the skills and resources available within Ford's European product development organisation".

The production vehicle will be built at Pininfarina's manufacturing facilities in Turin with some parts sourced from Ford's Saarlouis plant and others from Pininfarina themselves. Like the Streetka, also built by Pininfarina, the new Ford Focus model will be a convertible but the Focus model will be the first European Ford to feature a folding hard top. And also a vehicle with two identities: a sporty coupé that, at the touch of a button, transforms effortlessly into a stylish open-top four-seater.