



Pininfarina designs and produces the Olympic Torch



A mark of Italian design and Turin creativity.

Pininfarina is now a sponsor of Torino 2006 in the guise of "Official Supplier": the Company will be responsible for design and production of torches for the Torino 2006 Winter Olympics. The partnership agreement was announced today at Pininfarina's Cambiano plant in the presence of the Company's Managing Director, Andrea Pininfarina, the President of TOROC (Torino 2006 Olympic Committee) Valentino Castellani, Vice President Evelina Christillin and General Manager Paolo Rota.

Pininfarina has been asked to do styling, design planning, development and engineering work for the Olympic Torch. The Company will then produce, supply and deliver 12,000 units to TOROC.

The Olympic Torch has to meet certain technical requirements: it mustn't be extinguishable even in adverse weather conditions such as rain, snow and wind up to 70 km/h; the exposed flame mustn't exceed 10 cm in height and it must have an autonomy of about 20 minutes; the flame must be a yellowy-red colour so as to be visible on TV during the day and night; the smoke must be non-toxic and odourless and it mustn't be possible to relight the Torch.

Pininfarina will work side by side with the TOROC Communication and Image management team throughout the design and production phases: the Torch must be consistent with the positioning and vision of Torino 2006 and compatible with the principal elements of communication for the Winter Olympic Games: the logo, the concept of enthusiasm and the graphic format. The project must be an expression of Italian design's world leadership and at the same time of the universal values promoted by the Olympic movement. It must stand out from all other previous Torches while possessing an artistically harmonious design.

"It's gratifying for us", said Managing Director Andrea Pininfarina, "to be a partner in the Olympic Games and to support a project in which the entire country believes. This partnership with TOROC not only gives us a chance to contribute but also to be part of a team and to build the Games together. Furthermore, it's an opportunity for us to highlight the role of the Turin area, and Pininfarina in particular, as representing the cutting-edge of contemporary industrial design".

"We're proud", said TOROC Chairman Valentino Castellani, "that a leading company like Pininfarina has associated its name with Torino 2006. Pininfarina is an interpreter of Italian design and Turin's culture and creativity, and this is why we are extremely pleased this Company has decided to make all its enthusiasm and quality available to the Games. Besides being of enormous symbolic value, the Olympic Torch is something unique for the Olympic Games. I'm confident all our expectations will be met and that Pininfarina's efforts will represent an outstanding example of Italian design".

Pininfarina is a very experienced supplier of full or partial cycle services for the car sector, where it performs research and development activities for the styling and production of niche cars. And alongside this, for some years now it has also performed process and product engineering activities for third parties. From 1986 the Pininfarina Group, through Pininfarina Extra, has operated in the industrial design sector for all categories of merchandise not linked to means of transport: it will, in fact, be Extra that will be designing and producing the Olympic Torch.