



The partnership with Louis Vuitton and Bang&Olufsen gives rise to the first Pininfarina branded car

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The Enjoy is a dream come true, even if just for the lucky few. Following the great enthusiasm stirred up through the presentations of last June and July, where clients have expressed admiration for its original design and its extremely exclusive character, Pininfarina has received dozens and dozens of requests for personalisation: from the choice of a trim colour to left hand drive; from automatic transmission to more powerful engines. In the end Pininfarina decided that, given the type-approval constraints imposed in so many different countries, it would be simpler to realize this project building one-off cars, all derived from the concept presented as a world première at the Louis Vuitton Classic, held at Waddesdon Manor (UK), and later in Tokyo, Singapore and Kuala Lumpur. The cars will be delivered to their new owners in 2005-2006 and, as originally intended, no more than 75 of them will be produced to celebrate Pininfarina's 75th anniversary.

Enjoy is an ambitious project: the idea of building an "exclusive" car with a production run of less than a 100, with top design, technical features and performance, combined with detailed craftsmanship, represents an equation that few manufacturers have managed to pull off.

A new look for Pininfarina

The Enjoy thus represents the living, "functioning" proof that Pininfarina is a flexible partner able to offer the big manufacturers a full range of services, from styling to design to niche production. This new important step forward for Pininfarina is the result of a reorganisation process that got underway back in 2000. Pininfarina has been able to extend its areas of expertise and become a genuine car manufacturer, turning the Enjoy into an exclusive and innovative product. The focus of activities has branched out from the styling sector (all-comprehensive, from cars to means of transport and items in everyday use) and production of niche cars - areas in which Pininfarina has traditionally excelled - to now include design and development too, thanks to the recent acquisition of the engineering, testing and prototyping divisions of Matra Automobile, which has a tried and tested culture in terms of mechanical work. The aim was to create a total services Company capable of operating on an all-round basis in the car sector. In operating terms this means being able to offer manufacturers the complete cycle for producing a new vehicle or single, specific services for the car design, engineering and production phases.

Pininfarina Enjoy, a four-wheel jewel

But what is the Pininfarina Enjoy? The ultimate driving experience. Driving pleasure in its purest form. Pininfarina's exclusive, modern interpretation of that most classic and appealing category, the barchetta, which turns into an open wheel race car at the drop of a hat. What makes the Enjoy unique is, on one hand, its interior design by Louis Vuitton, on the other hand, the limited edition, numbered, production run, reserved for an elite clientele of collectors and enthusiasts with a genuine passion for cars, a sensual relation with them, and a true appreciation of the value of exclusivity and tradition.

The radical design features of the Enjoy, like the elimination of the windscreen, highlight the way that style guided the project, the sole aims of which were to obtain the utmost in aesthetic quality and driving pleasure,



without compromise. Thanks to an original technical solution, the wings can be dismantled and removed, transforming the Enjoy into an extreme open wheel roadster to be driven on a track.

Even in the standard version, the weight/power ratio gives the car excellent performance features more and more enhanced by personalisations, extended to mechanicals and powertrains, given the type-approval constraints imposed in the different countries.

The Enjoy handling is based on its lightness and on the double wishbone suspensions with progressive setting. The Matra engineers have designed a suspension derived from the schemes and the materials of competitions, making the setting up at CERAM, the proving ground of the Pininfarina Group, recently acquired and located north of Paris.

Clients will be able to ask and discuss personalisation of their car depending on how they intend to use it, choosing either extreme racing solutions or road ones.

Styling

The bodywork in carbon fibre has a central body with an elliptical shape and a wedge-like ridge along the side. The sizeable air inlet at the front meets the slim bumpers above and a wing-shaped element below, which with the wheels uncovered creates a full-width spoiler.

At the centre of the front bonnet a broad scoop hides the opening for the radiator air vent, while the lights are built into a transparent longitudinal band which highlights the separation between bonnet and mudguards.

Four geometrical elements function as removable mudguards which give the vehicle a totally original look, and once removed, highlight technical features typical of the motor biking world, where mechanical elements are a key part of design.

Behind the seats, a roll bar links two domes tapering off into fins which act as air extractors. A luggage rack can be positioned at the centre of the engine housing.

The rear of the car features two wide openings for heat exchange and two central exhausts. The layout of the tail lights repeat that of the front lights, to underline the width of the car.

Interior design by Louis Vuitton

In order to underline the internationalization of the Group, the style as well as the engineering development of the exterior have been performed in Turin, while the interior development has been carried out by the technical staff of Matra Automobile Engineering on the basis of the design by Louis Vuitton.

Designing the interiors of the Pininfarina Enjoy was all about creating a look dedicated to pure sporting pleasure in a car. Starting from the 2003 concept, Louis Vuitton's innovation division redefined the ergonomics, instruments and accessories to enhance driving pleasure in its most "primitive" form, typical of a sports car, while keeping its distance from the radicalism of the classic British cabriolet, which is often a little too spartan in terms of materials and instrument array. Louis Vuitton came up with a more luxurious atmosphere by selecting forms, materials, colours, trims and fittings "à la Vuitton".

A technical-looking fascia, upholstered in leather and grouping both the instrument array and the opening mechanism, runs round the whole of the interior to reinforce the feeling of protection, while a second vertical band creates a racing car cockpit around the driving seat. The new layout of the instrument array was inspired by rounded shapes and the graphics of the Tambour watch designed by Louis Vuitton.



This being an open car, the materials chosen featured a combination of non-tanned chrome-coloured leather and weather-proof neoprene textiles, which lend a sporty but luxurious feel. And because the Enjoy has neither a roof nor a windscreen, the company came up with a protective helmet. Louis Vuitton has been familiar with this accessory since its first model was launched in 1988. The Enjoy helmet, which takes its colours from the car, features the Louis Vuitton Classic emblem and has two great innovations: a double structure which serves to protect the visor, which slides between two shells, and to conceal generous air vents, which enhance comfort; an original system of trims for the areas of contact, which enhances protection: a pair of sunglasses which fit the helmet perfectly.

Driving a race car also requires the right clothing. Louis Vuitton developed two driving suits, in men's and women's versions, in leather in the colours of the car, with protection on the shoulders, hips and knees for greater comfort and to cling better to the seats. The Footwear Division also designed a pair of "car shoes" for city use, inspired by Louis Vuitton classic colours, graphic motifs and materials.

Just as in all high performance sports cars, every millimetre of space in the Enjoy is exploited to the max: with no boot the new Bellaix trolley suitcase (medium-sized model) can be positioned on the rear bonnet. This composite-material luggage offers full guarantees in terms of durability and capacity, meaning that users can safely entrust their belongings to it.

Communication system by Bang&Olufsen

In order to complete the project, Bang&Olufsen, one of the world's most outstanding manufacturers of audio and video systems with a long-standing tradition for high quality, innovative use of technology and pleasing design, was also involved.

In fact, the helmet houses a driver-passenger intercom system designed by Bang & Olufsen. This high quality sound system is adapted to fit Bang & Olufsen's BeoSound 2 digital music player placed in custom designed holders in the doors, giving the driver and passenger an option for excellent sound and music reproduction on the road.

Apart from the intercom/music system, Bang & Olufsen also supplies all aluminium interiors in the Enjoy car - manufactured with the high surface quality known from their audio/video products. Bang & Olufsen holds very exceptional competencies in crafting aluminium, and are at present supplying aluminium elements to other car manufacturers.

Producer of ideas for 75 years

Around the world, people are discovering the emotional and aesthetic content of automobiles, as a negation of the flatness and commonplaceness of the forms and architecture around them. The Pininfarina Enjoy reflects this true passion for handsome cars, beautiful coachwork, fine mechanics, innovative transgression. The Enjoy is the first Pininfarina branded car, but it is not the first "fuoriserie" conceived by the Company. When Battista "Pinin" Farina founded Carrozzeria Pinin Farina, in 1930, the Company was designed to build special car bodies for individual customers or very limited series, like a standard-cut suit from a fashion house. That demonstrated Pinin Farina's precocious fame within a group of highly talented craftsmen. With the advent of mass production Pininfarina evolved obtaining the necessary structure and technological means. Nevertheless, the production of specially designed and finished custom-built car bodies has never stopped. Pininfarina's strength still lays in the designer's fertile creative vein, and the exceptional ability of



the craftsmen to transform the sketches and intuitions into elegant, proportional three dimensional objects manufactured with inventiveness and precision in every aesthetical and functional detail. Unique cars for clients who can afford the best of everything available, without limitation, and order a car body tailor-made in Italy. This means a valorisation of the “producer of ideas” face of the operation, and this has become an independent activity of the Pininfarina Group.

Here are some examples of unique or extremely rare pieces spanning a period of more than 70 years:

- Cadillac V16 (1931), delivered to a fabulous far-off customer, the Maharajah of Orcha; this car represents a true “solitaire” of the period because of its sophisticated mechanics (the first series-produced 16-cylinder), its impressive dimensions and the personality of its aesthetic solutions;
- Alfa Romeo 6C 2300 Pescara (1936), coupe or aerodynamic 2 places little saloon in aluminium with very advanced aerodynamic technical solutions;
- Lancia Astura cabriolet “tipo Bocca” (1937), built in a limited number of copies differing only in detail work at the request of the Lancia dealer in Biella;
- Ferrari 342 America cabriolet (1953), specially built for King Leopold of Belgium on the 342 America frame;
- Bentley Continental coupe special (1954), a creation which combined a classic Bentley front with an Italian style sports roof panel;
- Ferrari 375 MM aerodinamico (1954), owned by movie director Roberto Rossellini who gave it to Ingrid Bergman; it featured for the first time the low, narrow and wide radiator grill and the dorsal fins;
- Maserati A6 GCS berlinetta sport (1954), one of few Maseratis on the A6 chassis built by Pininfarina beginning in 1947; an extremely compact car, strongly characterized by the large wheels and the large exposed exhaust pipes;
- Cadillac Brougham Jacqueline (1961), an attempt to adapt the serene, refined style of the Italian school to American dimensions; its name was dedicated to Jacqueline Bouvier Kennedy, who became First Lady of the U.S. just in 1961;
- Ferrari Testarossa spider (1985), one-off built for Gianni Agnelli on the Testarossa basis with a reinforced chassis and stylistic modifications due to its open air spirit;
- Jaguar J (1995), two units built on the mechanical basis of the Jaguar XJ 220;
- Ferrari 360 barchetta Montezemolo (2000), one of a kind model with no roof, no windscreen and no windows, it was the Gianni Agnelli wedding gift to Luca di Montezemolo.

Now Pininfarina can proudly join the Enjoy to this “fuoriserie” list as a real tribute to its tradition of dream-car maker, with the added value of being the first Pininfarina branded car.