

Pininfarina Jobs on display at Lingotto Fiere

Mestieri in Mostra exhibition, February 10-14 2005

On February 10-14, Pininfarina will be on display at the Lingotto Fiere trade fair centre in Turin, as part of the second "Mestieri in Mostra" exhibition, devoted to training, jobs and career choices. The show was created to help young people (as well as their teachers and families) to find their way around the world of work. It allows the undecided to discover where their inclinations lie and the already committed how to pursue their chosen career.

A vast array of different jobs will be depicted in a simple, realistic way that gives youngsters contemplating "Life Beyond School" practical help with their choice of a future career. In particular, the Pininfarina stand (Pavilion 2) will offer practical demonstrations of some of the jobs that get done in a company that supplies services to automotive manufacturers: the designer, the product feasibility engineer, the special vehicles engineer.

The Pininfarina stand will also display two cars. One is the Nido, a safety-oriented research prototype, previewed at the Paris Motor Show in 2004, when it was honoured with The Most Beautiful Car in the World Award in the prototype class. The other is the Enjoy roadster, a road car that can also be used in racing. The Enjoy was previewed at the 2003 Geneva Show, where it came top in the Most Fun category of the Editor's Choice Awards presented by the eminent American car magazine, AutoWeek.