

Pininfarina inaugurates new Engineering Centre in Morocco

Turin – Andrea Pininfarina has inaugurated today, in Casablanca, at the presence of the Minister of Industry of the Morocco Kingdom Salaheddine Mezouar, the Matra Automobile Engineering Maroc site.

It is just a year since Pininfarina signed in Rabat an agreement with Morocco Government representatives, for setting up an engineering centre controlled by Matra Automobile Engineering company. The aim of this initiative is consistent with the Pininfarina Group strategy of growing in the automotive engineering sector. It has provided the staff training in this sector at Matra Automobile Engineering: the new structure numbers now 40 young Moroccan engineers, but it is expected to progressively achieve a level of 80 people within 2006.

“The new engineering centre in Casablanca – stated Andrea Pininfarina – will have to support us with competitive costs in the engineering development of the products we intend to design in the next years for our international customers. An operation that also testifies our will to explore new markets, which represent according to us a great challenge and an important business opportunity”.