

The Chinese Coupe by Pininfarina wins the “Best new car” award

Turin – Chery M14, the first Chinese coupe-cabriolet, designed and engineered by Pininfarina for Chery Automobile, has been awarded “Best New Car” by a jury of specialized journalists at the end of the Shanghai Motor Show.

First example of a much wider cooperation with Chery Automobile, the Chery M14 is based on an advanced new rolling chassis developed by Pininfarina utilizing engines autonomously built by Chery.

“This award – said Andrea Pininfarina, CEO Pininfarina – shows that we have been able to interpret the revolution in taste and styles of a country in which the automotive market is enormously growing. Following the M14, the cooperation with Chery will continue with the joint development of two new families of cars”.

Two more Chinese cars designed by Pininfarina were nominated for the “Best New Car” award: the Brilliance Splendor, the sedan 3-box born from the cooperation with Brilliance China Automobile, and the AviChina-Hafei Saibao, the styling model of the next 3-box saloon of the Saibao family, developed for the Chinese AviChina Auto Corporation, which will manufacture it at its plants in Harbin.

The success of the Pininfarina design in China is also confirmed by the award given by the press to the Ferrari F430, winner of the “Best Sportive Car” award.