



## **The Pininfarina Group Communication and Image is launched**

*Turin* - The Pininfarina Group is strengthening its Communication area in view of the strategic commitments involved in its new role as global partner to the car industry. The new Communication and Image Division, headed by Franco Amato, reports directly to CEO Andrea Pininfarina.

The new department is divided into two areas: Corporate Communication, managed by Francesco Fiordelisi with Simona Penna, and Product Communication, under Gabriele Aimone Cat, with Anna Artigiani and Fulvio De Luca. Silvana Appendino is Public Relations Manager.