

A new client for Pininfarina in China

Signing an agreement with a new client - JAC Company – and consolidating the collaboration with Changfeng and AviChina (Hafei) Pininfarina confirms its strong presence in the Chinese automotive market.

Beijing – During a week spent in China – from Beijing to Changsha, to Hefei and Shanghai - Andrea Pininfarina, CEO of Pininfarina Group, signed a new important cooperation agreement with the Chinese Company JAC for the supply of design and engineering services. JAC is the fifth client in China for Pininfarina together with AviChina (Hafei), Brilliance, Chery and Changfeng.

JAC (Anhui Jianghuai Automobile Co. Ltd.), that in 2004 amounted more than one billion euros, is one of the major Chinese car manufacturer. In the last ten years, it has rapidly and steadily increased its activities; nowadays its production covers a wide range of products in the automotive market from components to complete vehicles.

Moreover, the CEO of Pininfarina signed another deal with AviChina (Hafei) to develop a new model. In this way Pininfarina consolidates its relationship with AviChina (Hafei), with which it has been cooperating since 1996 in the development of several models.

Also with Changfeng, after the first year of collaboration, a new “memorandum of understanding” has been signed: this contract confirms a long-lasting partnership for the supply of design and engineering services.

“This active presence in a market like China is strategic for Pininfarina and outlines that, after ten years of activities in China, we have been able to find new opportunities and, at the same time, strengthen our already existing cooperations” says Andrea Pininfarina.

“Currently, with these new agreements, 30% of Pininfarina activities in the field of design and engineering is related to Chinese Clients” concludes Andrea Pininfarina.