



75th Geneva International Motor Show (March 3-13, 2005)



With the Birdcage 75th, based on the Maserati heritage and on its most advanced mechanicals and realized in collaboration with Motorola, Pininfarina revives the storied theme of the true dream car now proposed in a synthesis of the vision of the three companies: exclusive design, sports DNA and technological innovation.

For 2005, in celebration of its 75th anniversary, Pininfarina has chosen to rekindle this creative spirit. The Birdcage 75th is a concept of a road car where everything - style, performance, use and conception of the car - is extreme so as to get the maximum impact on the collective imagination. The car is a futuristic extension of the Maserati brand, and at the same time it serves to reinforce the Tridente's potent design heritage, and continues its grand tradition of advanced technology enveloped in sporting elegance. Integrating some Motorola technologies make the Seamless Mobility vision real, or the fluidity of the technologies as a subsequent stage of the Internet revolution.

The idea of building a concept car with Motorola arose when the company in the Pininfarina group dedicated to industrial design, Pininfarina Extra, already a Motorola partner in the design of its last line of cell phones with iDEN technology, began to plan the new line of terminals. The new portfolio of iDEN products combines attractively designed lines with the very latest available technologies, digital cell phones with last generation wireless access to Internet, text pager and two-way radio communication which enables users to communicate instantaneously with one or more individuals simply by pressing a button. So we have integrated Motorola's seamless mobility into a technologically advanced concept car.

This challenge was taken up and carried forward by Pininfarina Extra through its cooperation in the design of the cabin and the accessories of the concept car.