

The Olympic torch by Pininfarina at the “Piemonte Torino Design” exhibition

Tomorrow the flame will be in Cortina d’Ampezzo

Turin – The Turin 2006 Olympic Torch will represent the Pininfarina design at the exhibition “Piemonte Torino Design – cultura del progetto industriale nell’area regionale”, to be held from tomorrow to March 19 2006 at Sala Bolaffi, via Cavour, Turin. Paolo Pininfarina, CEO of Pininfarina Extra, the Pininfarina Group company which realized the Olympic Torch, will attend the inauguration.

In order to offer a scenario of the design status and excellence in Piedmont, they will also exhibit, besides the Olympic Torch designed, engineered and produced by Pininfarina, 200 industrial products designed or realized in Piedmont. Among them, some objects designed by Pininfarina Extra: Lange Limited Edition ski boots, i833 Motorola cell-phone, Blue Family Lavazza coffee machine.

The Torch is a Pininfarina’s competence-concentrated product. Pininfarina is Official Supplier of Torino 2006 for the design, the engineering and the manufacturing of 12.000 numbered Torches of the Olympics and 150 for the Paralympic Games. Compared to the Torch of Athens 2004, the flame designed by Pininfarina had to respect requirement far stricter. The performances required by Toroc had led to prefer a fine-looking flame with great visibility and resistance to a more fragile and light one. More in details, the requirements for the Olympic Torch by Pininfarina were: visibility to the distance of 100 meters also in the daylight, resistance to rain, snow, temperatures from –20°C to +25°C, to the wind up to 120 km/h to altitudes up to 5000 meters.

Left from Rome on December 8 2005, tomorrow the Torch will be in Cortina d’Ampezzo for the 50th anniversary of the Winter Olympic Games held in the Dolomiti’s resort. During his tour along Italy, the Torch is confirming its excellent performances: even though over 5.500 units have been lighted, we never experienced neither a flame extinction nor any other inconvenience. On February 10 the Torch will arrive in Turin, where it will light the biggest Cauldron of five circles’ history, designed by Pininfarina as well, officially opening the Winter Olympic Games.