



All set for a glorious Summer 2006 sun: it's Cabriolet-time

Four of the latest launches bear the Pininfarina trademark

Turin – Summer 2006 has only just arrived yet Cabriolets are already staking their claim to the lion's share of the roads worldwide. Four of the latest launches boast the Pininfarina trademark: Alfa Spider, Mitsubishi Colt CZC and Volvo C70, which are already on the market, and Ford Focus CC, which is all set to arrive prior to the end of the summer.

Once again, Pininfarina has well and truly highlighted its intention to be a key player in the development of open-top automobiles and play a leading role in this increasingly significant market.

Production of the Volvo C70 2006 model – designed and developed at the Pininfarina Engineering Centre in Cambiano and manufactured at the Pininfarina Sverige plant in Uddevalla – has already been completely booked up.

Turning our attention to the Colt CZC, the eye-catching Coupè Cabriolet is already achieving commendable results in Germany, England and Italy – the main automobile markets of reference - just a few weeks following its launch. The Colt CZC is assembled from top to bottom at the Pininfarina production plant in Bairo and is set to become, right from the very start, a star in its category.

Both the Colt CZC and Volvo C70 have already achieved the combined total of 14,000 automobiles produced and delivered.

Last but not least, let's turn to the Alfa Spider, fresh from its presentation to the international press. It, too, has shown it has what it takes to achieve excellent sales results. We should not forget that the Alfa Spider was awarded the title of Cabrio of the Year by an international panel of expert journalists at its debut at the Geneva Automobile Show last year. Design and development of the Alfa Spider in partnership with the Alfa Romeo Style Centre began in May with production at the Pininfarina plant in San Giorgio Canavese. The vehicle represents the perfect embodiment of being 'sporty', having 'character' whilst symbolising true Italian quality.

The open-top vehicle is a phenomenon that the automobile industry is having to increasingly take into account – a far cry from what seemed, initially, as little more than a passing 'fad'. Figures speak for themselves: demand for this type of vehicle has doubled over the last few years, and turned into a market share that should be ignored at peril. The challenge is both technical and stylistic; guarantee functionality and elegance whilst, at the same time, ensuring the vehicle complies with the increasingly strict safety regulations and norms governing its sector.

"Pininfarina," declared Andrea Pininfarina, Chairman and CEO of the Pininfarina group, "has always achieved noteworthy results in this market sector and contributed significantly to the growing importance of this type of automobile. It should not go unnoticed that more than 70% of the million or so vehicles produced by Pininfarina during its long history have been either Cabriolet or Spider".

"It is important to note," concluded Andrea Pininfarina, how Pininfarina has refined its own experience and know-how in the development of the soft-top and its integration with the vehicle. The Alfa Spider, the Mitsubishi Colt CZC and the Volvo C70 all bear testimony to this evolution, not to mention the Ford Focus CC – due out shortly. All have been developed and produced by Pininfarina".

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