

Pininfarina and Switch introduce bowling with style



Sports, speed and technology are combined with renowned Italian design in the latest bowling facilities designed by Pininfarina.

Pininfarina Extra, the Pininfarina Group company that specializes in product and interior design, set out to design bowling facilities of Switch Entertainment, a company with worldwide experience in design, manufacturing and management in both bowling and leisure, based in Nyon (Switzerland), with production and logistics located in Modena northern Italy (Switch Logistics Srl), and distributors all over the world. The new line of products combines entertainment, quality and performance and ranges from seating and ball racks to lanes, hood-rack and scoring console.

"Pininfarina's styling engineers have worked with Switch to design bowling facilities that not only look different, but are different, even though they are installed in the strictly restricted space of a bowling centre," says Alain Winterhalter, President of Switch Entertainment S.A..

"Our design" says Paolo Pininfarina, CEO Pininfarina Extra and Vice President of Pininfarina Group, "always aims at fulfilling consumer needs with innovative solutions based on strong aesthetical personality. I do believe that the Switch product line has both these features".

Switch's partners in the new venture, in addition to Pininfarina, are Panasonic, a major electronics company, and Abet Laminati, an important high-pressure laminate manufacturer. The majority of the manufacturing is done in Italy, with the remainder in China. The Switch line will be available in the United States. Distribution has already been established in Europe, Asia, Russia and the Middle East.