



## Agreement between Pininfarina of Italy and the National Institute of Design (NID) of India

**The goal is the collaboration in design activities in the Automotive field through education exchange programs, student internships, applied research and specific automotive joint design projects**

*Turin, February 14 2007* – At the presence of the Italian delegation led by the Italian Prime Minister Romano Prodi and the President of Confindustria Luca Cordero di Montezemolo, today the Chairman and CEO of Pininfarina **Andrea Pininfarina** and the Director of **National Institute of Design** (NID) Darlie O. Koshy have signed a Statement of Intent to begin pursuing and furthering collaborative design activities in the field of Automotive design including strengthening of education & industry inputs, student internships, applied research and specific automotive design projects.

“In the current phase of rapid acceleration in the development of the automotive industry in India – Andrea Pininfarina explains - and in the context of historical excellent relationships between Italy and India, NID and Pininfarina have decided to begin collaborating for the fruitful integration of both the Indian and European artistic spirit and the cultural tradition towards always higher level of excellence in the field of style and design especially in the field of automobile design and styling”.

Through this Statement of Intent, NID and Pininfarina agree to seek ways of developing joint activities and programs for facilitating academic, research and allied exchange and cooperation involving Pininfarina Design Center in Torino Italy, NID’s Main Campus at Ahmedabad, and PG Campus in Gandhinagar.

With an initial period of 3 years NID and Pininfarina will proceed together on this road of cross fertilization over design expertise and competencies, technical cross fertilization and mutual cultural enrichment. NID and Pininfarina will begin to explore a wide range of ways of collaborative activities which may include applied design projects, internships, training programmes, joint conferences, workshops and joint Diploma projects.

“We consider this agreement an investment and the proof of our growing attention towards the very important Indian market – concludes Andrea Pininfarina. – This also confirms our international vocation, as our presence in China has been testifying for more than 10 years”.