

Bowling facilities by Pininfarina conquer Middle East



The line of bowling facilities designed by Pininfarina for the Swiss company Switch Entertainment was presented in the last few days at the Burj Al Arab Hotel of Dubai on the occasion of the launch of the new Switch Middle East company.

The line of products combines Italian design, quality and performance and ranges from seating and ball racks to lanes, hood-rack and scoring console.

"Products live through the design and the combination of both create the emotion – said Paolo Pininfarina, CEO Pininfarina Extra and Deputy Chairman Pininfarina Group, guest of Alain Winterhalter, President Switch Entertainment S.A.– We are pleased and proud to have the opportunity to help in the introduction of Switch Bowling in Middle East. And new developments of this cooperation will come in the future".

The majority of the Switch manufacturing is done in Italy, with the remainder in China. The Switch line is available, besides the Middle East, in the United States, in Europe, Asia and Russia.