



New Managing Director appointed at Pininfarina Extra USA



As part of the significant organization started in Pininfarina Extra USA Corp., established in the first six months of 2006 in Fort Lauderdale (Florida) and controlled by Pininfarina Extra S.r.l., Franco Lodato enters the Company effective July 1st as Managing Director.

Coming from Herman Miller Inc (Grand Rapids, Michigan), where he was Vice President-Design Exploration and Development, Lodato got in touch with Pininfarina between 2003 and 2005 when he was Chief Designer at Motorola iDEN Subscribers Group/Nextel of Fort Lauderdale.

In particular, Lodato followed the Maserati Birdcage 75th concept car project, realized by Pininfarina in 2004/2005 in cooperation with Maserati (mechanicals) and Motorola (internal equipments). Previously, Lodato was Manager-Corporate Design Strategy of Motorola Corporate Department and had professional experiences at Gillette Company of Boston, Design Continuum of Boston, Dupont De Nemours Co. of Wilmington and Dupont Italia of Milan.

Graduated in Industrial Design in 1984 from the Institute of Technology of Caracas, Venezuela, Lodato then achieved a Master of Science Degree in Industrial Design focused on Bionics and Biodesign at the European Institute of Design of Milan.

Pininfarina Extra USA Corp. will closely supervise American customers' projects in the product and interior sector as well as in the nautical and aviation area. In particular, following the launch of the first Keating Hotel by Pininfarina in San Diego (California), Pininfarina Extra USA will support the Keating Hotel Group in expanding the business through the development of new hotels in the main US cities. Furthermore, successful cooperation with Aero Toy Store, the world's larger dealer of private jets, is continuing after having designed the interiors of a 7-seater Lear jet 60, first model in the Pininfarina Edition series of aircrafts. On top of these projects are coming an important new project in progress in the yachting sector and the long-lasting cooperation with Motorola and Fabrik/Simple Tech, for which Pininfarina has already designed a line of computer equipments. Finally, Pininfarina Extra USA will cooperate with the Mexican real estate company, GICSA, with the aim of developing interior design and architecture sector in the American territory.