



Sintesi, the new Pininfarina concept-car, at the Geneva Motor Show

Turin, December 14, 2007. Pininfarina is proud to announce the unveiling of a new concept at the next Geneva Motor Show in March, 2008. This exciting new car will be named "**Sintesi**".

"Sintesi" is the result of the Pininfarina Design Department, under the direction since last August by **Lowie Vermeersch**, the 33 year old **Design Director** with almost ten years experience at Pininfarina. Assisting him are Vice Directors Guglielmo Cartia and Fabrizio Valentini and chief designers Jason Castriota, Giovanni Piccardo, Goran Popovic and Giuseppe Randazzo.

"Three years ago we unveiled Birdcage 75th, our last prototype. Together with our new concept Sintesi we would like to anticipate new car design trends" says **Andrea Pininfarina, Chairman and CEO Pininfarina S.p.A.**

"This concept car is the synthesis of our values, of the love for our work and our passion for innovation, of beauty driven by functionality, of sportiness and elegance. However, Sintesi isn't only the expression of Pininfarina design; it also embraces innovative technologies that allow us to explore new typologies of mobility, active safety and packaging solutions" states Lowie Vermeersch.

"In Sintesi, we put all our goodwill in looking at the future, first and foremost in resorting to the excellence of our design" underlines Andrea Pininfarina.

An on-line teaser campaign will accompany Sintesi from January to the Geneva Motor Show.