



## Paolo Pininfarina special guest in Las Vegas for Switch event

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On June 27 in Las Vegas, Nevada, on the occasion of the first press day of Bowl Expo 2007 - annual trade show and exposition for bowling industry professionals - Paolo Pininfarina will be the special guest of the Switch booth where the Swiss company will exhibit its latest bowling equipment designed by Pininfarina.

Pininfarina Extra, the Pininfarina Group company that specializes in product and interior design, set out to design bowling equipment of Switch Entertainment. The new line of products ranges from seating and ball racks to lanes, hood-rack and scoring console.

“It is an honor for me to attend the bowling industry’s premier event – says Paolo Pininfarina, CEO Pininfarina Extra and Deputy Chairman of Pininfarina Group. – The Bowl Expo is the only show where you can find the latest trends, bowling-related products and services, marketing ideas. So I believe this is the right place to introduce to the American market these new Switch products that combine sports, speed and technology with Italian design”.