

Loss of Andrea Pininfarina

Turin, August 7, 2008 - Andrea Pininfarina, Chairman and Chief Executive Officer of Pininfarina SpA, was the victim of a traffic accident this morning in Trofarello, in the province of Turin.

"Our family has been stricken by an immense tragedy," said Senator Sergio Pininfarina, the Company's Honorary Chairman, "but we are determined to keep Andrea's memory alive in all of us."

"The best way to honor my brother's memory," said Paolo Pininfarina, Deputy Chairman of Pininfarina SpA, "is to continue to pursue with undiminished strength and determination the path that he had chosen for the Company."