



Pininfarina design for the new Panatta Sport Cardio-Fitness Line



Turin, March 26, 2009 - **Panatta Sport** is introducing today a new line of functional **cardio-fitness machines** designed by **Pininfarina**. Within this business collaboration, which started a year ago when Panatta Sport decided to launch a product offering outstanding performance and a strong visual impact, two versions have been developed, **Platinum** and **Gold**, each consisting of 4 cardio-fitness machines: Runner, Elliptical, Bike and Horizontal Bike.

Pininfarina is making an enthusiastic return to **sport** after its great successes at the 2006 Torino Winter Olympics for which it designed the Torch and the Cauldron, and after all the countless aerodynamic tests it has carried out over the years in its Wind Tunnel on behalf of Formula 1 cars, motorbikes and the sporting equipment of world famous athletes: in the Pininfarina Aeroacoustic and Aerodynamic Research Centre of Grugliasco (Torino), cyclist Francesco Moser trained for his hour record attempt, climber Reinhold Messner tested his high altitude tent, the ski champions Isolde Kostner and Daniela Ceccarelli tested the tracksuits that brought them victory, skier Simone Origone put the finishing touches to the equipment with which he would bring back to Italy the record for the flying kilometre, Frenchman Antoine Deneriaz tested his Anzi Besson ski suit, which swathed him on his way to the Torino 2006 Olympic downhill gold. The wind tunnel has also been used to test sports equipment designed by Pininfarina Extra, like the Mizuno golf clubs and the Lange ski boots. Recently, the company's sporting commitment has shone through in the design of a monoski that can also be used by people with lower limb disabilities, designed with the Vancouver 2010 Paralympics in mind and exhibited on the occasion of the DesignAbility show.

*"This attention to sport – says **Paolo Pininfarina**, President and CEO of Pininfarina Extra – made the collaboration with Panatta Sport possible involving us in each and every stage of project, from design research to the 3D development of all the details through to providing support during production of the initial prototypes. Our design team started from the elements which sports convey – flexibility of the human body, dynamism – and then focused on comfort and ease of use. The new machines reflect the principles of the Pininfarina style: research for the purity of lines and an aesthetical synthesis which, in the case of cars or household items, is a combination of beauty and practicality, form and technology".*

The Platinum line in particular features a 12.1" Lcd-TFT integrated monitor which provides a authentic multimedia station with TV, Tuner system and DVB-T integration for the digital terrestrial channels. All the machines have ventilation for major seating comfort during the workout. The Runner Platinum, with its 12" integrated monitor and innovative console for selecting the functions also features a wireless monitoring option and heart frequency hand sensors. The inclination of the treadmill surface may be varied from 0 to 15% at speeds from 0.6 to 25 Km/h, with motor of 7 HP (peak). The special feature of the Elliptical is the Double Trainer which offers reverse training. The levels range from 1 to 20 with resistance from 30 to 350 (at 70 rpm). The Bike and Horizontal Bike provide perfect road cycling simulation and user friendly workout functions which are very easy to use.

*"The new cardio-fitness line we have designed together with Pininfarina - says Prof. **Rudy Panatta**, owner of Panatta Sport – merges the best of our know-how to design intended as a strategic element of the company identity. With this important investment we are swimming against the tide with respect to the market. We are counting on the loyalty of our clients with whom we have created relationships that allow us, even at a time like this, to introduce innovative top quality lines at competitive prices".*