



The Pininfarina monoski on display in Toronto at Sport&Design

The items on show include the range of Panatta Sport cardio-fitness machines designed by Pininfarina



Turin, October 21, 2009 – The **snow monoski** designed by **PininfarinaExtra** will embody stylistic and technological innovation applied to sport at **Sport&Design**, the itinerant exhibition that arrives in Toronto, Canada, after its successful appearances in Ivrea and Beijing. The projects on show also include the **range of cardio-fitness machines designed by Pininfarina for Panatta Sport**.

Canada and the city of Vancouver will host the 21st edition of the Winter Olympic Games in February 2010. This prompted ICE (the Italian Institute for foreign trade) to take the Sport&Design exhibition to Toronto from October 22 to 31 (Yonge-Dundas Square), under the patronage of the promotional campaign "Italy for Sport", and to organise a series of bilateral meetings to promote Italian excellence in the field of sports products and equipment among Canadian fans and operators in this sector.

The **snow monoski** on display, designed by Pininfarina Extra for the DesignAbility exhibition, is also suitable for skiers with disabilities in their lower limbs. With its light, innovative architectural structure, it is designed to guarantee outstanding performance. The line is a particularly effective blend of elegance, fluidity and dynamism that exudes modernity and sportiness. Lightness, comfort, aerodynamic efficiency, a good view of the slope and excellent handling underline the wealth of benefits offered to the skier with a motor disability in the lower part of his spinal cord and lower limbs. The technological solution has been patented and regards both the support structure and the mechanism that clips on to a conventional ski with conventional bindings.

Pininfarina design will also be represented in Canada by the **Platinum Bike** from the new **range of Panatta Sport cardio-fitness machines**. Designed to maximise comfort and to provide the sensation of a smooth, enjoyable cycle ride on a road, the Platinum Bike stands out for the high quality of the materials, for the professional mechanical components worthy of a racing bike and for its low energy consumption, but also for its particularly elegant, sinuous line.

Detailed information about the exhibition is available from the site www.sportdesign.org and from the ICE Toronto site www.italy4sportdesign.ca.