



The Beast, the new Prinoth snow groomer designed by Pininfarina, hits the pistes



Turin, March 30, 2009 - The new **Prinoth snow groomer** is called the **Beast** and it was designed by **Pininfarina**; it is the largest and most efficient ever to come on the market, thanks to a unique working width (7.10 metres), an unsurpassed grooming speed, optimal power transmission and the new Prinoth Master Blade. The collaboration between the two companies has already produced the **Everest, Bison and Leitwolf**.

The Prinoth Beast was also engineered by Pininfarina, and it reveals its real character in its styling and practicality, as well as in outstanding technological features: on one hand, the dynamic exterior line and decidedly sporty look; on the other, a driver's cab that combines elegance, ergonomics and high technology in a comfortable working environment, which is well thought out and sound-proofed, enhanced by exclusive materials that combine lightness and durability. The outfit of the cab represented a particular challenge, as it was necessary to study a system that allowed the driving seat to be positioned to the left or centre of the cab, and to review the operating concept: the driver's right hand covers the control console while he steers the vehicle with his left hand.

"Prinoth asked us to create something unique for its snow groomer range, that merges today's design with that of the future", explained **Paolo Pininfarina**, Chairman of the Group. "Our creative efforts went into the creation of shapes and volumes that could enhance the performance of the most efficient and largest vehicle in its class. By applying our experience in the design of means of transport not only in the automotive field, but also aircraft, boats and rolling stock, we have created the perfect workplace for drivers of the Beast."

"We wanted to go beyond the idea of the snow groomer as a pure functional tool - added **Lowie Vermeersch**, Pininfarina Design Director, - by enhancing its excellent functionality with a design that gives it a strong character and personality. Its sculpted style is bold and refined at the same time, and expresses power and agility with an automotive-like quality. I love to see it at work high up in the mountains where you can really see that The Beast is in full harmony with its environment and appreciate to the full extend its outstanding qualities".