



2uettottanta elected star of the 2010 Geneva Motor Show by Panorama and Quattroruote

The Alfa Romeo spider proposed by Pininfarina gained the first position in all surveys which put in competition the concept cars presented at the Motor Show

Turin, March 18, 2010 - **2uettottanta, Pininfarina concept car on Alfa Romeo** mechanicals, was elected star of the 2010 Geneva International Motor Show both by the readers of the monthly **Quattroruote** and of the ones of **Panorama**.

The survey announced by Quattroruote during the event saw the triumph of the Pininfarina model over the other 14 competitors in the category "concept car": 2uettottanta gained 23.42% of the votes, 12 points more than the second classified. The readers of Quattroruote confirmed their appreciation for 2uettottanta assigning it the victory also in the survey versus the concept car proposed by Bertone: at the question "Concept Alfa Romeo: do you prefer the one by Bertone or the one by Pininfarina?", **63,69% of the readers expressed their preference for Pininfarina.**

At the end of the Motor Show, also Panorama.it crowned 2uettottanta as the "2010 Geneva Motor Show star" putting it in **first position** in the ranking of the **five best cars** which excited the Swiss kermesse.

The success of the public and of the critics obtained by 2uettottanta in Geneva was already evident in the head to head with Porsche 918 Spyder for the Best in Show award assigned by the American magazine AutoWeek.

2uettottanta is the concept car Pininfarina presented to mark its 80th anniversary and, at the same time, to pay tribute to Alfa Romeo that celebrates 100 years of activity in 2010. 2uettottanta interprets and evolves some of the strong elements of the Alfa Romeo-Pininfarina union and represents the innovative vision, projected into the third millennium, of the 2-seater spider.