



Andrea Maria Benedetto new Product Development Director of Pininfarina

Turin, October 21, 2010 - As part of the expansion of the Pininfarina Design and Engineering Centre activities, the Company announces that from December 1st 2010, **Andrea Maria Benedetto** will join Pininfarina S.p.A. as **Product Development Director** reporting directly to the Chief Executive Officer Silvio Pietro Angori.

Andrea Maria Benedetto - 46, born in Turin, Mechanical Engineering Degree at the Politecnico di Torino and management training at Wharton University in Philadelphia - comes from R&D division of **Toyota Motor Europe**, where he held since January 2009 as Vice President - Body and Chassis Function. In its responsibility for Toyota also fall Homologation, Regulation and Technical Communication. His entry in December 2005, aimed at creating the European Research & Development unit of Toyota, has coincided with the first local development of a motor vehicle of the Japanese group. He entered the Company as Body Group Director, and in 2008 he also assumed responsibility for the Chassis Design and Evaluation Division, having the possibility to improve his knowledge and understanding of Toyota methodologies of product development as well as his expertise on quality processes. He recently contributed to the re-structuring of the European R&D mission and vision in the changed environment, the creation of the new 5 years plan and the improved organization and processes to reinforce Quality activities in Europe.

The career of Benedetto began in 1990 as Technical Director of Fiat Auto, initially dealing in Passive Safety and Body Design, to gradually expand his responsibilities, taking over the years the positions of Director of the Fiat Safety Centre, and later Engineering and Design Body Director and Vehicle Line Executive for Platform D and E.

"We decided to make the Development area even more competitive: a crucial role in the profitable growth of a company that acts as a global partner for OEMs and others - said the CEO of Pininfarina, **Silvio Pietro Angori**. - And we did it bringing into the team one of the most qualified resources that the market could offer. The extensive international experience of Benedetto, acquired in realities of primary importance such as Fiat Auto and Toyota, will allow us to intensify and accelerate our development plan."

The new **Product Development Director** will coordinate **engineering and R&D activities**, including the ones related to **sustainable mobility**, understood as both development and production of electric vehicles for private and public transport as well as research on components and alternative materials and aerodynamic shapes that contribute to making vehicles lighter and reducing fuel consumption, emissions and environmental impact.