



Cisitalia 202 by Pininfarina at Automotoretrò



Turin, February 11, 2010 – **Pininfarina** participates at 28th edition of **Automotoretrò** exposing, from February 12 to 14, one of its jewel, Cisitalia 202.

The choice to participate to Automotoretrò with Cisitalia 202 is highly symbolic: the car, realized by the founder Pinin Farina, became the icon of beauty in design. The “running sculpture”, as defined by Arthur Drexler, debuted at the Paris Motor Show in 1947, having immediately a brilliant success. An identical model to the one you can admire at Automotoretrò is still exposed at the

MoMA in New York, where Cisitalia was defined “one of the most beautiful cars of our time”.

Built in a small series (around 170 units, spiders included), Cisitalia marked a crucial turning point in the automotive design thanks to its innovative shapes and the American press consecrated the Founder and as “the genius of designer called Pininfarina”.