



Arexons presents the new Airtech by Pininfarina

The first perfume diffuser is born: from plain accessory to real equipment for the passenger compartment.



Milan, October 14, 2010 – Arexons, a company leader in the conception and production of chemical products for the maintenance of the car, presents the new Airtech designed by Pininfarina, the first fragrance able to combine aesthetic and functionality.

Created by the Arexons experience and Pininfarina creativity, the product fosters an innovative ventilation of the passenger compartments thanks to its unique design and its “T” filter structure. Applied to the air vents, air enters in Airtech and, hitting several times the filter impregnates it with perfume. The side racks conform the fragrance diffusion, ensuring its expansion trough out the car, creating a pleasant atmosphere in the car.

“I responded with enthusiasm to Arexons challenge – affirms Paolo Pininfarina, Chairman and CEO Pininfarina Extra – because I wanted to cooperate to the creation of this absolutely innovative fragrance for car. The product plugs a gap in the market, transforming with style an accessory in a part of the passenger compartment equipment”.

“We are proud to present the new Airtech design by Pininfarina, result of the awareness to be willing to offer a different fragrance for car, able to adapt perfectly to the passenger compartment – affirms Giuliano Giordano Barberis, Arexons Sales Director. – The experience gained in the automotive field allowed us to get this request of the market, also through the collaboration with AstraRicerche to trace the features of the modern driver in a authoritative way”.