



## Seven Pininfarina models for the Asian market at the Beijing Motor Show

**World debut of the Brilliance Junjie restyling saloon and SW, both designed and developed by Pininfarina**

**Prize-winning models developed for Chery and JAC also on show**



Turin, April 23, 2010 - **Pininfarina** makes an important statement at the **2010 Beijing Motor Show**, with seven premium cars designed and engineered for its Chinese clients **Brilliance**, **JAC** and **Chery**. The **Brilliance Junjie** restyling saloon and station wagon make their world debut, both designed and engineered by Pininfarina and derived from the previous versions also designed by Pininfarina, allowing Brilliance to establish itself as a premium brand.

“Pininfarina was the first Italian company to supply styling and engineering to Chinese carmakers, back in 1996,” commented Pininfarina Managing Director **Silvio Pietro Angori**. “Our presence in China for twenty years, with an office in Beijing since the Nineties, has resulted in the development of some highly successful cars in the world’s largest market, which is destined to expand even further in the next five years. Our business with Chinese carmakers, which already represents a significant share of Pininfarina turnover, will grow even further in the coming years, as activities are stepped up in the design (styling and engineering) and ecomobility sectors. The seven models exhibited at the Beijing Motor Show really testify the company’s capacity to penetrate this important and dynamic Asian market.”

Other **models** recently launched on the market by Pininfarina’s main Chinese clients, and exhibited at the Beijing Show, include the two and three-box versions of the **Chery A3**, and models from **JAC** (Anhui Jianghau Automobile Co. Ltd.): the **B-MPV** people-carrier and the **B-Class** saloon, of which over 10,000 units have been sold since it was launched in October 2009, and which has won awards such as the “2009 China’s Annual Best Medium-Size Car” and the Annual Expectation Auto Model. **JAC**, with which Pininfarina has been collaborating since 2005, is also proposing one of the first results of its collaboration with Pininfarina: the 3-box **A108 (Tojoy)** saloon, with styling and engineering development by Pininfarina. The Tojoy, which is highly successful, is the first Chinese car to win the prestigious China New-vehicle APEAL (Automotive, Performance, Execution and Layout) Segment Award from J.D. Power (Asia Pacific).

“Our presence at the Beijing Show,” commented **Lowie Vermeersch**, Pininfarina Design Manager, “confirms Pininfarina’s historical role as a partner to emerging companies, creating cars with a great stylistic personality, and defining a brand’s identity. What is more, the prestigious prizes awarded to the models designed by Pininfarina underline the ability to blend Pininfarina’s aesthetical values with the culture of the local market”.