



The Pininfarina 2uettottanta at Villa d'Este

The open sports car built to celebrate the company's 80th anniversary is Alfa Romeo's guest at Villa Erba

Two other gems from Pininfarina also in contention: the Ferrari P540 Superfast Aperta and the Lancia Aurelia B52 PF 200



Turin, april 22, 2010 - The 2uettottanta, the open sports car created by **Pininfarina** to celebrate its 80th anniversary, is **Alfa Romeo's** guest at the **Concours D'Elégance Villa d'Este 2010**, during the weekend of April 23 to 25.

On Sunday April 25, at Villa Erba in Cernobbio, the display area reserved for the Alfa Romeo centenary will welcome the Pininfarina concept car among the models that have made Alfa Romeo history. The **2uettottanta**, which was presented at the 2010 Geneva Motor Show, was also conceived as a tribute to Alfa Romeo by Pininfarina, to mark one of the most important and long-lasting alliances in motoring history, which has generated an inestimable heritage of beautiful, innovative cars with plenty of temperament, particularly open sports cars and convertibles. The name of this car evokes both 80 years of activity at Pininfarina and the legendary Duetto, with a type of car that is, by definition, the work of Pininfarina: the Alfa Romeo open sports car.

In addition to the 2uettottanta the public will be able to admire another masterpiece by Pininfarina, which competes at Villa d'Este in the Concept Cars & Prototypes 2010 section: the **Ferrari P540 Superfast Aperta**, a one-off model built for an American client. The Superfast Aperta was developed as part of the Ferrari SP (Special Projects) programme, and built on the chassis of a 599 GTB Fiorano, taking its inspiration from a Ferrari sports car designed by Carrozzeria Fantuzzi and built specially for the film 'Toby Dammit' directed by Federico Fellini in 1968, which in turn was inspired by one of the 'Spirits of the Dead' short stories by Edgar Allan Poe. The creator of the P540 Superfast Aperta, and its new owner, is Edward Walson, the son of John Walson, the inventor of cable television. In 2008 he asked Ferrari to produce a modern interpretation of the car in the film, with gold-coloured paint.

Cars competing in the 1952-1965 Style Project section will include the **Lancia Aurelia B52 PF200** owned by American collector Bill Pope, who in 2009 decided to ask **Pininfarina Special Projects** to carry out the conservative restoration of his car. Five examples of this model were built in the early 1950s, each one different and each presented at a different motor show. The car is of historical importance for two main reasons, one technical and the other industrial: it was the first car developed on floorpans supplied to the coachwork specialists by the manufacturers. In fact a special version of the Aurelia B52 chassis had been conceived specifically to be used as a base for custom-built cars. Technical developments and rising costs in subsequent years led to the death of custom-built bodywork and, for Pininfarina in particular, to the decision to take the huge step of industrialising its plant and building the Grugliasco site to produce the Giulietta Spider.

In keeping with Pininfarina's natural vocation for the creation of one-off cars, the Special Projects division offers impassioned collectors of exclusive one-off models a chance to create their own "dream car" or to restore period cars designed by Pininfarina, as in the case of the B52.