



The 2uettottanta by Pininfarina wins the Car Design of the Year Award



Design experts and enthusiasts from all over the world respond to the survey by Car Design News, electing the Alfa Romeo convertible from Pininfarina as the best concept of 2010

2uettottanta also wins the AutoDesign-Design of the Year Award given by Czech magazine AutoDesign & Styling

Turin, March 2, 2011. The 2uettottanta, a concept car by Pininfarina with Alfa Romeo mechanicals, has won the Car Design of the Year Award for 2010 in the concept car category. The prize was presented in Geneva to Paolo Pininfarina and the design team responsible for the car's styling.

The Car Design Award is a prize awarded "by designers to designers". It is the result of a survey by Car Design News, the leading online publication that focuses exclusively on the world of automotive design, consulted every day by thousands of creative minds, design experts and aspiring designers from all over the world. After shortlisting the best concepts of 2010, Car Design News asked its readers to express their preferences, which went overwhelmingly to the design of the 2uettottanta by Pininfarina.

"Winning the Car Design of the Year award makes us particularly proud," said Pininfarina Chairman Paolo Pininfarina, "because it represents the viewpoint of car design experts, who include the Chief Designers of the most important international companies. Our design team has earned this prize with the great passion it has put into a particularly ambitious project: they were asked to interpret a theme that is firmly rooted in Pininfarina, the Alfa Romeo 2-seater convertible. The results confirm the excellence of the work done by our young people."

Also in Geneva the Pininfarina design team was presented by the Editor-in-Chief of Czech magazine AutoDesign & Styling with the AutoDesign Award. The Jury, containing 26 Czech independent designers, authorities and design editors, has assigned to 2uettottanta the Design of the Year Award in the concept car category.

Pininfarina celebrated their 80 years of activity with the 2uettottanta concept car, also paying tribute to Alfa Romeo, which celebrated its centenary in 2010. The 2uettottanta has already been elected queen of the 2010 Geneva International Motor Show by the readers of the monthly Quattroruote and the weekly Panorama.

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For more details about the 2uettottanta and to download high resolution photos:

<http://www.pininfarina.com/index/eventi/Special-2010-Geneva-Motor-Show/2uettottanta>