

The Pininfarina Nido at the first edition of the Qatar Motor Show



Turin, January 25, 2011 – The Pininfarina Nido, Compasso d'Oro Award, will be among the protagonists of the first edition of the Qatar International Motor Show, which opens tomorrow in Doha and will end Sunday, January 29, 2011.

The Qatar Motor Show will be an important showcase for 8 Italian car designers who will exhibit their creations in a 'collective' of Made in Italy promoted in collaboration with the Car Coachbuilders Group of ANFIA - National Association of the Automotive Industry.

"We are proud to attend the first edition of the Qatar International Motor Show - says Silvio Pietro Angori, CEO of Pininfarina - with a concept like the Nido that best expresses our mission, 'dressing' technology. The clean lines and harmonious volumes have earned the Nido The Most Beautiful Car of the World Award, the 2008 Compasso d'Oro Award and the display in the temple of modern art, the MoMA in New York. But Nido is also a research laboratory on the issue of safety and already in 2004 it carried within itself the seeds of the electric version, the Nido EV, presented on the occasion of our 80th anniversary to demonstrate our commitment to sustainable mobility".

With the Nido project, Pininfarina has chosen to rethink the methodology of the process of automotive design: the result is an innovative concept, which reviews the safety of small cars. The Nido is a two-seater city car that holds and protects its passengers by means of three main elements: a chassis comprising a deformable front section and a rigid safety cell around the occupants; the shell that holds the driver and passenger and acts as a sled, able to slide horizontally on a central runner, and two absorbers which dissipate the remaining energy by means of a honeycomb structure.