



## Pininfarina design stars at the 2011 Geneva Motor Show

World debut of the FF, an outstanding Ferrari designed by Pininfarina

The Deauville styling model, a luxury saloon developed for De Tomaso is also on display

To underline the excellence that has underpinned its design for over 80 years, the Pininfarina stand will host two world debuts: the new Ferrari FF and the Deauville styling model, a Sport Luxury Sedan developed for De Tomaso Automobili.

The FF is the fastest and most versatile four-seater in Ferrari history, as well as the brand's first four-wheel drive model. The FF stands for Ferrari Four (four seats – four-wheel drive), and defines a complete new concept of the sporty GT car, reconciling its superb performance with excellent usability, refined elegance and exceptional comfort. The shapes and volumes of the design by Pininfarina immediately establish perfect harmony between its sporty spirit and its extraordinary versatility. The FF debuts just one year after another superb car designed by Pininfarina for Ferrari, the 458 Italia, which has been a huge success with the public and the critics, winning prestigious prizes such as "Best in Show" from the Autoweek magazine and "Car of the Year" and "Supercar of the Year" from BBC Top Gear Magazine.

"The extremely innovative result achieved with the FF shows that styling remains Pininfarina's strength, as well as confirming the success of the lasting collaboration between Ferrari and Pininfarina," commented Chairman Paolo Pininfarina. "The stylistic definition of the FF, undertaken jointly with the Ferrari Style Centre, started from the volumes, which were unusual for a Ferrari, exploiting the interior well and providing space for luggage. To this we added the stylistic elements that have always been typical of Pininfarina design: purity, essentiality, lightness and total aerodynamics."

The stylistic collaboration with De Tomaso Automobili has produced a very different type of car. For this glorious brand, founded in 1959 by Argentine racing driver Alejandro De Tomaso, which has been brought back to life by the efforts of businessman Gian Mario Rossignolo, Pininfarina has designed the Deauville, a Sport Luxury Sedan, for an exclusive clientele, designed and developed with the utmost luxury. A sporty, seductive 5-door car with an aluminium chassis and clean, elegant lines, a decisive and immediately recognisable character and a sporty feel, thanks also to four-wheel drive.

"The Geneva debut of our design exercise for the reborn De Tomaso company has been achieved in record time," explained CEO Silvio Pietro Angori, "little more than a year after the industrial agreement which also included styling activities by Pininfarina for the first vehicle to be produced by De Tomaso Automobili. Thanks to the work of our design team we are sure that we can make an important contribution to a venture that brings new innovation and prestige to the Italian motor industry and to our region."

To raise the brand image even higher, for the first time the Pininfarina stand in Geneva includes a show window to present to Show visitors the first articles from the Pininfarina line, which has until now been available exclusively from Pininfarina Collection in Cambiano (Turin), and a number of products designed by Pininfarina Extra for customers like Newmax (Air Flow motorcycle helmet) and Bric's (accessories and leather goods).

Pininfarina styling is also on display on the Maserati stand, with three highly successful cars born from the collaboration between the two companies: the Quattroporte, the GranTurismo S and the GranCabrio, the Sport version of which is being presented this year.

Turin, March 1, 2011 - Pininfarina participates at the 2011 edition of the Geneva Motor Show illustrating its new business profile founded on industrial design services, sustainable mobility and brand enhancement.