



## Pininfarina designs the “Rising Stars” trophy by Automotive News Europe



Twenty-eight promising managers in the automotive sector received a sculpture designed and manufactured by Pininfarina

Turin, June 30, 2011 - Pininfarina designed the trophy delivered yesterday in Cologne (Germany), to the twenty-eight winners of the 2011 Rising Stars, the new annual award presented by Automotive News Europe that honours mid- and upper-level managers who are likely to become CEOs or executive board members in the future.

"We are pleased to associate Pininfarina with an award that celebrates the most successful and talented young people from the industry - said Chairman Paolo Pininfarina. - Thinking of the leaders of tomorrow we started from the concept of Michelangelo's "Non finito", a technique that consists of sculpting some parts of the figure while leaving other parts rough, thus catching just a glimpse of the image that the artist is freeing from material. As it is for the Rising Stars trophy, which recognizes the young managers whose enormous potential can already be perceived".

The metal trophy (185x40x40 mm), manufactured by Pininfarina in thirty copies, has a rough finishing throughout the main body. The star on top, obtained by milling, is the only part with a polished and more defined finishing.