



Pininfarina at the Beijing Auto Show with the Cambiano concept car

*Asia-Pacific debut for the luxury electric sports saloon elected
“the most beautiful concept car of Geneva 2012”*

*Business with Chinese manufacturers is growing in the sectors of
styling, engineering and sustainable mobility*

Turin, 23 April 2012 – Following the excellent feedback from the public and the media in Geneva, where it was elected the “most beautiful concept car of the Motor Show”, **Pininfarina** is displaying the concept **Cambiano** at the **Auto China 2012 of Beijing**. The Asia-Pacific debut of the Cambiano is an opportunity for Pininfarina to present its **design, engineering and sustainable mobility** competencies in the wake of its consolidated, long-term presence in **China** in the form of successful partnerships with clients such as **BAIC, Brilliance, Chery, FAW** and **JAC**.

With the **Cambiano**, Pininfarina proposes an **electric traction luxury sport sedan**, a synthesis of pure, forefront design and engineering research with maximum attention to environment friendliness both as regards selection of materials and power plant. In fact, the concept sets a new benchmark for environment-friendly luxury vehicles and features electric traction as its main strong point, which translates into zero emissions in the urban cycle and the highest all-electric range currently available on the market. Seamlessly integrated styling and engineering have generated an **extended range plug-in electric sedan** that combines top performance, excellent usability and the comfort of a luxury car.

*“The Cambiano – says CEO **Silvio Pietro Angori** – is the most complete expression of everything Pininfarina is able to offer to the **Chinese market**: styling research directed towards defining timeless styling statements in the best tradition of Italian style and Pininfarina design; state-of-the-art technological innovation incorporated in a project that is both contemporary and forward-looking. The Cambiano raises the bar of research in the field of environment friendliness and sustainability in line Pininfarina’s unswerving attention to eco-mobility, a feature firmly rooted in its DNA and now one of the main pillars of its Industrial Plan”.*

At Auto China 2012, the **Pininfarina design** is also represented, on the **Ferrari** booth, by the new **F12berlinetta designed by Pininfarina** in cooperation with the Maranello Style Centre. The **F12berlinetta** debuted in Geneva one year after another two outstanding vehicles **designed by Pininfarina** for Ferrari, the **FF** and the **458 Spider**.

In Beijing, Pininfarina is also celebrating the continuation of its long-standing partnerships with Chinese OEMs, such as the one with **Brilliance**, which over the years has led to the creation of a number of models that helped Brilliance make its name as a premium brand. One more successful cooperation is the one with **JAC**, which allowed the Anhui Company to win the prestigious China New-vehicle APEAL (Automotive, Performance, Execution and Layout) Award assigned by J.D. Power Asia Pacific. Of the other Pininfarina designed models introduced to the Chinese market, we find the **Chery A3**, which has won awards such as the “2009 China’s Annual Best Medium-Size Car” and the Annual Expectation Auto Model. Moreover, Pininfarina is also developing new models for **BAIC** and **FAW**.

*“Business with Chinese manufacturers, which already generates a significant part of Pininfarina’s revenues, will grow even more in the years to come with the increase in its activities in the sectors of design (styling and engineering) and sustainable mobility - adds **Angori**. - Our decision to open offices in Shanghai is part of the same vision. Fully operational, it will employ highly professional staff so as to meet design and car engineering needs and to best exploit trends in the market. China, in fact, is asking more and more services of high technical content and a local presence.”*



Pininfarina Automotive Engineering (Shanghai) Co. Ltd. was born in 2010 enabling Pininfarina to develop part of its engineering activities for Chinese OEMs close by and, in some cases, together with them so as to better respond to the growing demands of that market. Actually, Pininfarina has been cooperating with Chinese car manufacturers since 1996 proposing them innovative trend lines and solid engineering background. Since then, highly successful vehicles have been designed: at the Beijing Motor Show of 2010, for example, were displayed as many as seven premium models designed and engineered by Pininfarina, as well as at the Auto Shanghai 2011 about ten cars designed by Pininfarina were displayed on the Clients' stands.

Pininfarina and the Chinese academic world enjoy excellent relations, such as cooperation with **Tsinghua University** of **Beijing** and the **Tong Ji University** of **Shanghai** for joint activities of personnel training and research in fields ranging from vehicle design architecture to the virtual and physical validation of prototypes, in addition to conferences, workshops and internship projects aimed at cross-fertilisation. Pininfarina's commitment to China is such that it has also been recognised by the Italy-China Foundation which, in 2010, awarded the Company the "**Best testimony to Made in Italy Design**" award, one of the most prestigious of the **China Awards**.

Design and engineering services, eco-mobility and brand: Pininfarina's new "skin"

Rapid changes in global markets in the last four years, in particular the unprecedented crisis that has hit the automotive industry, have inevitably impacted Pininfarina's current business configuration. Today the Group offers its customers integrated design and engineering services, while contract manufacturing has been ceased. Pininfarina has stepped up research into hybrid and electric, individual and collective transportation, configuring sustainable mobility as one of the main underpinnings the Group's Industrial Plan whose guidelines were approved by the Board of Directors in December 2011.

The plan envisages, in particular, reinforcement of Company design and engineering activities through the technical-commercial link with German subsidiaries, promoting their growth as they are already well positioned in an active, constantly growing market (during 2011, there was a 30% increase in the number of employees of German companies which moved to around 280 persons at the end of 2011); further development of design and engineering activities for the **Asian market** also through expansion of the business of a subsidiary set up at the end of 2010 in **China**; expansion of design and engineering services on the eco-mobility market, leveraging know-how acquired in the development and design of electric cars (BlueCar and Nido EV) and hybrid busses (Hybus); enhancement of the value of traditional Industrial Design activities and development of "Brand licensing" in partnership with third parties, taking full advantage of Pininfarina's world-renowned image and brand.

In line with its brand enhancement objectives, Pininfarina has rolled out **its new web site, www.pininfarina.com**. Roll-out of the new web site coincides with the launch of the first Pininfarina "**on-line store**", **store.pininfarina.com**. Designed for aficionados of the brand, the site offers a packed catalogue with a wide choice of clothing, accessories, travelware, leather articles, books and model kits, all characterised by the unique style that has earned Pininfarina worldwide renown.

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Pininfarina - Through a long process of growth and transformation, ideas and creativity, often ahead of its times and gearing to the far-reaching social, economic and technological changes that have taken place in 82 years, Pininfarina has evolved from an artisan firm to an international group that is a worthy global partner for the automotive industry. Today, Pininfarina, which has been listed on the Stock Exchange since 1986, has offices in Italy, Germany, Sweden, Morocco, China and the United States. The company's automotive clients include prestigious Chinese brands such as Chery, JAC, Brilliance, FAW, as well as international premium brands such as Ferrari, Maserati, Alfa Romeo, Ford, Volvo, Tata Motors. Over the years, important partnerships have also been developed in other sectors, with clients such as AnsaldoBreda, Eurostar, Iveco and Prinoth. The Pininfarina Extra company was founded more than 25 years ago, specialising in product and interior design, architecture, sailing and aircraft, with over 400 projects to its name.

Many of Pininfarina's creations are on show in prestigious national and international museum collections such as the MoMA of New York where a Cisitalia 202 Berlinetta has been on display since the 1940s. Pininfarina design has received numerous awards in its 82-year history, the most recent being: the "Louis Vuitton Classic Concept award" for the Maserati Birdcage 75th, the "2008 red dot award" for the Sintesi; the "Compasso d'Oro 2008" for the Nido; the **Trophée du Design 2009, China Awards 2010** as the best example of design Made in Italy in China; the **2011 Premio Legambiente** award for the Hybus hybrid bus. Sergio and Battista "Pinin" Farina are both present in the famous European Automotive Hall of Fame, created to celebrate the men who have made motoring history

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