

The Cambiano elected “most beautiful concept car of 2012 Geneva Motor Show”

Pininfarina's concept car beats competition and comes first in both polls launched by OmniAuto.it

Torino, March 21 2012 – The **Cambiano** by Pininfarina is the **most beautiful concept car of 2012 Geneva Motor Show**. Readers of automotive web magazine **OmniAuto.it** - more than a million a month - voted the Cambiano assigning it victory in the survey on "the most beautiful concept of 2012 Geneva Motor Show" as well as in the poll on "the most beautiful concept car" among those presented by Italian designers.

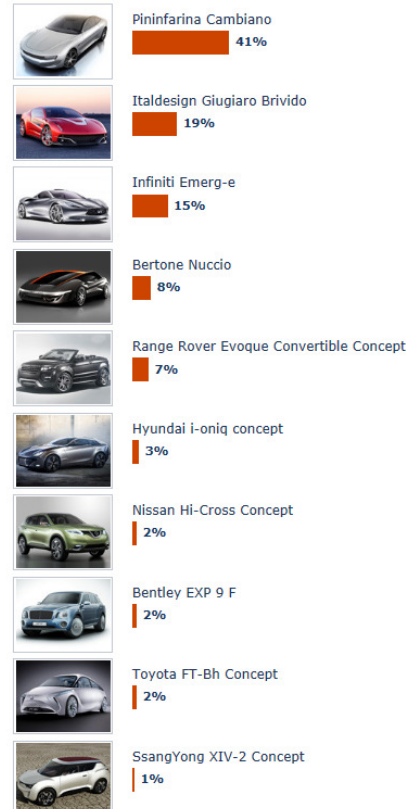
Despite competition from equally attractive candidates, **41%** of OmniAuto.it readers awarded to Cambiano the title of "**the most beautiful concept of 2012 Geneva Motor Show**". Crushing victory then on the concepts of the other two Italian designers Giugiaro and Bertone: when asked "*Nuccio, Cambiano, Brivido: which is the most beautiful one?*", more than half of voters - **54%** - expressed their preference for the Cambiano.

With the **Cambiano**, Pininfarina proposes an electric traction luxury sport sedan, elegant and sporting, refined and comfortable, a synthesis of pure, forefront design and engineering research with maximum attention to environment friendliness both as regards power plant and selection of materials.

The **Cambiano**, which epitomizes Pininfarina's new business profile, embodies the Company's expertise in the field of **styling, design** and research in the field of **sustainable mobility**. 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* with unflinching environment friendliness.

Sondaggio

Vota la Concept più bella del Salone di Ginevra 2012



Sondaggio

Nuccio, Cambiano, Brivido: qual è la più bella?



High resolution pictures of the Cambiano are available for download in the Press area of new Pininfarina web site:

www.pininfarina.com/en/news/press_releases/archive_120229

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