

Coca-Cola Freestyle Wins 2011 Good Design Award

Torino, 20th January 2012 – Coca-Cola Freestyle®, the proprietary fountain beverage dispenser designed by Pininfarina and the Industrial Design Team at The Coca-Cola Company, has won the 2011 Good Design Award for Industrial Design. This notable recognition was conferred by the Chicago Athenaeum Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies.

The Good Design Award remains the oldest and most recognized program for worldwide design excellence. For 2011, the Jury selected Coca-Cola Freestyle for achievement in Design Excellence. Coca-Cola Freestyle utilizes innovative technology, combined with sophisticated, eye-catching design, to dispense more than 100 different sparkling and still beverages from a single freestanding unit.

Pininfarina Extra – the part of the Pininfarina Group specializing in product and interior design – collaborated with the Industrial Design Team at Coca-Cola to design the sleek new units. The self-serve fountains were in development for more than four years. Each unit is touchscreen operated, enabling people to select from more than 100 brands, including waters, juices, teas, sports drinks and sparkling beverages, within the same footprint as a standard eight valve dispenser.

“This award” – explained Paolo Pininfarina, President and CEO of Pininfarina Extra – “recognizes the joint commitment of Coca-Cola and Pininfarina to design innovation. The lines of Coca-Cola Freestyle were created with the user in mind, paying particular attention to aesthetic innovation and functionality. We believe the result is a product that is essential, advanced, and serviceable.”

In the U.S., Coca-Cola Freestyle is currently available in more than 2,000 outlets and more than 75 markets covering 42 states, including Atlanta, Boston, Chicago, Houston, Los Angeles, New York, Miami, San Francisco, and Washington, D.C. The Coca-Cola Company will continue to expand availability of Coca-Cola Freestyle throughout 2012.

Follow Pininfarina at www.facebook.com/PininfarinaSpA