



Pininfarina rolls out its new www.pininfarina.com site with the first official images of the Cambiano concept car

Pininfarina makes its debut in e-commerce with store.pininfarina.com

Turin, March 6 2012 – To mark the debut of the **Cambiano**, its new concept car, at the Geneva Motor Show, Pininfarina has rolled out its new **web site**, www.pininfarina.com with, as first present for internauts, the first official photos of the **Cambiano** that can also be downloaded in the Press Area.

Ideas through project, projects through people. Inspired by this concept, the DGTmedia web agency has conceived, designed and developed Pininfarina's new web site, taking cues from storytelling and in accordance with the principles of Anglo-Saxon journalism. The result is a dynamic portal that combines the typical simplicity and conventions of the "analogue" functions of old media with the innovation and interactivity of the new digital interfaces of mobile devices.

The portal provides information about Pininfarina, what it does, how it does it and why: each project relates a story – a **design story** – that, through organization of contents and numerous attractive graphic and multimedia contributions, conducts the user along a fascinating path between past and future, in a continuous discovery of the Company's unequalled heritage of knowledge and skills.

In line with brand enhancement objectives, roll-out of the new web site coincides Pininfarina's debut in e-commerce. **Store.pininfarina.com** offers aficionados of the brand 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 world-wide renown. Refined elegance is fully expressed in the line of men's and women's clothing, from sweat shirts to polo's up to and including anoraks and T-shirts and, obviously, the futuristic Airflow helmet, a concentrate of technology and design developed in the Pininfarina Wind Tunnel.

For those seeking style and comfort, the store proposes a unique line of elegant, functional travelware and leather goods. The strong bond that has always linked the Pininfarina brand and the world of motoring is reflected in a line of 1:10 and 1:18 scale models of vehicles that have forged the history of the car, from the legendary 1947 Cisitalia 202 to the 1967 Dino 206 GT also including more contemporary models such as the Birdcage 75th, the 2uettottanta and the latest addition to the family, the Cambiano. Last but not least, a series of books available inside the Collection is dedicated to Pininfarina design, to discover all the details of a history that has become a legend.

The new site also includes a corporate area of general interest with details of the company, its history, mission, values, its Italian and foreign companies, the numerous prizes awarded during its 82 years of history. In the Services area, potential clients will find a complete overview of the range of Pininfarina Group services: design, engineering, niche manufacturing, the Wind Tunnel. The Financial area addresses more specifically the economic-financial press, investors and financial analysts. The News sector provides information and articles regarding Motor Shows, Concours D'Elegance and international events in which Pininfarina has always participated. Fans wishing to discover more about masterpieces of the past and present can satisfy their curiosity in the area dedicated to the Museum of Cambiano. Lastly, in the Press area, journalists will find all Company press releases and can download photos and press-kits.

Pininfarina can also be followed on Facebook and YouTube:

www.facebook.com/PininfarinaSpA

www.youtube.com/pininfarinaofficial

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