



“Special cars by Pininfarina”, the first Pininfarina’s scale car models Collection

12 1:43 scale models of the most beautiful cars designed by Pininfarina

Torino, January 30, 2013 – Today world debut, in occasion of the International Toy Fair in Nuremberg, “**Special Cars by Pininfarina**”, the first collection earmarked for fans of Pininfarina’s masterpieces. **12 1:43 scale car models** to relive the excitement and passion of more than 80 years of history that have given light to innumerable icons of design.



True connoisseurs will recognise, model after model, how the Pininfarina Line has evolved through the decades, expressing itself with equal impact in production cars as in concepts or in unique one-offs, while always maintaining those features of elegance and sportiness that have made Pininfarina style unmistakable. From the Cisitalia of 1947, on permanent display at the MoMA of New York, to the Cambiano, the very latest concept car presented in 2012, we invite you to take this thrilling journey into the world of the motor car, a journey of

love for beauty and passion for speed. A world of masterpieces that have written the story of car design, endorsed by international awards and part of the dreams of many generations.

The Collection will include the **Cisitalia 202** of 1947, the **Lancia Aurelia coupé PF200** of 1952, the **Lancia Aurelia cabrio PF 200** of 1954, the **Lancia Florida II** of 1957, the **Sigma Grand Prix** of 1969, the **Modulo** of 1970, the **Ethos** of 1992, the **Enjoy** of 2003, the **Birdcage 75th** of 2005, the **Sintesi** of 2008, the **2uettottanta** of 2010 and the **Cambiano** of 2012. The Cambiano and the 2uettottanta are already available distributed by Mini Miniera on sale in the best car models shops and will be soon available also on the Pininfarina on-line store.

*“To create an exclusive collection of our most beautiful cars is a dream I have long cultivated. I have personally chosen the models that now form part of the ‘Special Cars by Pininfarina’ collection to give to car fans like myself the chance to live the Pininfarina legend to the full. To make the experience even more complete I have decided to invite the first ten collectors who complete the set of 12 models to a special event: the **Pininfarina fan day**. On that occasion we will open the company doors so that the collectors can get to know our world, our history, our cars, products and the men who have made our name great, from close at hand”.* **Paolo Pininfarina**, Chairman of the Pininfarina Group.

www.pininfarina.it www.store.pininfarina.com

You can follow Pininfarina on Facebook and Youtube:

www.facebook.com/PininfarinaSpA

www.youtube.com/pininfarinaofficial

Pininfarina contacts:

Francesco Fiordelisi, Head of Communication, tel. 011.9438105 e-mail f.fiordelisi@pininfarina.it
Simona Penna, Communication and Marketing Pininfarina Extra, tel. +39 011.9438107/335.7231541 e-mail s.penna@pininfarinaextra.it