



Pininfarina and Vectus present the innovative Personal Rapid Transit, sustainable urban mobility system

World debut for the project of electric public transportation on the occasion of "Pininfarina in London" exhibition. A 1:18 scale model on display

Turin, June 21 2012 - The **Pininfarina in London** exhibition marks the world debut of the innovative system of urban public transport **Personal Rapid Transit (PRT)** developed in collaboration with **Vectus**, Korean company, leader in urban mobility solutions. Vectus concept is based on a system of small, light and driverless vehicles, efficiently navigating on a network of interconnecting tracks. It is an on-demand service: the passengers are carried from one point to another on demand, without intermittent stops, optimizing travel time.



The simple, clean design of the vehicles was intended by Pininfarina to insert the PRT harmoniously into the urban environment. The large windows, allowing passengers to enjoy the view, are integrated in a lightweight carbon fibre frame that can be customized with a choice of colors consistent with the urban style of the context in which the system will be inserted. The search for simplicity and universality of the forms makes the project suitable to be introduced in urban areas very distant and different from each other. Pininfarina team worked also on the styling definition of stations and tracks.



*We are proud of the PRT project - said **Paolo Pininfarina**, Chairman and CEO of Pininfarina Extra - because it is a further step confirming Pininfarina commitment in sustainable mobility. The system designed in collaboration with Vectus will provide a low emission transport solution, efficient, comfortable and excellent from the point of view of integration into the environment. In fact the first application of our project will take place in the nature reserve of the Bay of Suncheon, South Korea in 2013. "*

A 1:18 scale model of the vehicle will be on display at the *Pininfarina in London* exhibition scheduled from June 21 to July 15 2012 at the London Italian Culture Institute.

Pininfarina can also be followed on Facebook and YouTube:

www.facebook.com/PininfarinaSpA

www.youtube.com/pininfarinaofficial

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