



Pininfarina in Geneva with the concept car Sergio

At the Motor Show world debut for the Sergio, a modern interpretation of the 2-seater barchetta

As a tribute to the Senator, the stand is also displaying one of his most beloved masterpieces, the Dino Berlinetta Speciale, 1965

Turin, 5 March 2013 – It is named **Sergio**, after the man who led **Pininfarina** for 40 years and conceived some of the greatest car legends. It is the new, amazing **concept car** created to celebrate the Life Senator **Sergio Pininfarina**. At its **world debut** today at the **Geneva Motor Show**, the **Sergio** joins the brand that has so marked the history of Pininfarina: **Ferrari**.

Universally known as **Master of Italian style, the signature of Sergio Pininfarina** left its imprint on the whole history of design with his creative genius, from the age of the great bodyworks to modern industry, often anticipating trends. The concept car dedicated to him renews the spirit of the extraordinary achievements under his leadership, translating it into a **modern vision** in the name of **exclusivity, innovation** and **passion**.

The **Sergio**, in fact, is a **two-seater barchetta** that looks to the future, very compact, very sporty, racy, pure and sensual. An exercise that Pininfarina decided to undertake on Ferrari 458 Spider mechanicals. Its formal interpretation is absolutely free, in the best tradition of the Pininfarina research which has produced so many Ferrari-based concept cars or unique models now recognised as masterpieces.

Its exclusivity and development on the basis of a production car, in fact, sets the Sergio in the tradition of the great Pininfarina custom-made cars specifically designed for "special" clients. It is therefore a real car that can easily be produced in limited series of a few units.

*"My father would be proud of this concept car", said Chairman **Paolo Pininfarina**, "because it expresses the aesthetic values that always inspired him: the purity of the lines, the harmony of form, and balance. Furthermore, he would be happy with this latest concept on Ferrari base, a brand to which we are related by a history that has helped define the most beautiful cars of all time in an evolution that has lasted 60 years and shows no sign of ending".*

On its stand in Geneva, Pininfarina has placed the new **Sergio** next to one of the Senator's most beloved Ferraris: the **Dino Berlinetta Speciale**, a unique model presented at the 1965 Paris Motor Show, which led to the lines of subsequent Dino production cars. Since 1967, the Dino has been part of the Automobile Club de l'Ouest Collection and is exhibited along with other historic prestige cars in the Musée de l'Automobile of Mans.

With the new **Sergio**, Pininfarina confirms its excellence in **design**, the cutting edge of a Company deeply involved in engineering services, research applied to **sustainable mobility** and **brand enhancement** activities.

*"This concept", says the CEO **Silvio Pietro Angori**, "is the best way to confirm the role of Pininfarina as a bearer of the aesthetic values of Italian design in the world and to strengthen the brand name, the Company's real distinguishing feature. Together with design, Pininfarina is highly focused on all the traditional activities aimed at providing vehicle manufacturers with an all-round service: engineering: product development, testing, prototype construction. The enhancement of production assets and know-how is expressed in the creation of unique pieces like the Sergio or limited edition cars realized thanks to unique craft skills gained in over 80 years of activity".*

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PININFARINA - *Through a long process of growth and transformation of ideas and creativity, often anticipating the times, Pininfarina has evolved from an artisan Company to an international group that can act as a global partner to the automotive industry. Publicly traded since 1986, it now focuses on design and engineering services, continuing to play a key role as a design house with unique skills, research in the field of sustainable mobility and the creation of brand value, the potential of which derives from the reputation gained in over 80 years of success. The Company has offices in Italy, Germany, Morocco, China and the United States. Its automotive customers include prestigious brands such as Ferrari, Maserati, Alfa Romeo, BMW, Tata Motors, and Chery. Furthermore, for over 25 years, Pininfarina Extra, has been operating; it is the Group Company specialising in product and interior design, architecture, marine and aviation design, with about 400 projects to its name.*

Many Pininfarina creations have become part of prestigious collections of national and international museums such as the MoMA in New York, where a Cisitalia 202 Berlinetta has been kept since the 'Forties. Among the numerous awards received by Pininfarina design, to name the most recent: "Compasso d'Oro 2008" for the Nido; Trophée du Design 2009; China Awards 2010 as the bearer of Italian design in China; the Interior Design Award of the Year 2012 for the Cambiano. Sergio and Battista "Pinin" Farina are also included in the famous European Automotive Hall of Fame, an institution created to celebrate people who made the history of the car industry.

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