



## Special Mention for the BMW Pininfarina Gran Lusso Coupé at the German Design Award 2014

Torino, October 22 2013 - The **German Design Council** has selected the winners of the **German Design Award 2014**. The luxury concept **BMW Pininfarina Gran Lusso Coupé** received a **Special Mention** in the Transportation and Public Space category. The award ceremony will take place in Frankfurt on 7 February 2014 during the Ambiente trade fair.

The 30-strong panel of judges for the German Design Award comprises recognised design experts from the worlds of business and research as well as the design industry. Each year, this international panel of experts recognises outstanding design achievements through its prestigious premium prize.



The jury was won over by the **BMW Pininfarina Gran Lusso Coupé**, the concept car presented for the first time at the Concorso d'Eleganza Villa d'Este 2013. BMW and Pininfarina are two of the most tradition-steeped names in the motor industry, each a byword for cutting-edge technology, style, dynamics and aesthetics. In the BMW Pininfarina Gran Lusso Coupé, the two enterprises present the result of their first collaboration. This one-off model is the exclusive interpretation of a luxurious BMW Coupé through the eyes of Pininfarina. The design teams worked in close collaboration to create a new automotive persona for the high-end luxury class. Brimming with character, it is typically BMW while simultaneously boasting the distinguished signature of Pininfarina.

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**Contacts:**

Francesco Fiordelisi, Head of Communications, ph. +39 011.9438105/335.7262530 e-mail [f.fiordelisi@pininfarina.it](mailto:f.fiordelisi@pininfarina.it)