

BMW Pininfarina Gran Lusso Coupé

Consummate elegance

Torino, May 15 2013 - At the Concorso d'Eleganza Villa d'Este 2013, two tradition-steeped car manufacturers – the **BMW Group** and **Pininfarina** – will be straddling the automotive past and future as they unveil the result of their debut cooperation to the global public on 24 May: the **BMW Pininfarina Gran Lusso Coupé**.

Together they have created the embodiment of sheer elegance.

The BMW Pininfarina Gran Lusso Coupé is the sequel to a new approach introduced at last year's Concorso in the shape of the BMW Zagato Coupé. Always in search of opportunities for further development, the BMW Group consciously pursues creative exchange with other design studios. It enables two design approaches to merge into a new and exciting initiative that encourages fresh creative impulses. Thus the close collaboration with the Pininfarina design team has led to a new automotive personality brimming with character and ready to join the high-end luxury class: typically BMW and bearing the refined imprint of Pininfarina. The BMW Pininfarina Gran Lusso Coupé adds a new dimension to the BMW claim to elegance and exclusivity.

This elaborate creation is a one-off that captivates the observer at first glance with its Italian exclusivity and modern finesse. Generous surface design and taut contours highlight an elegant vehicle body, while hallmark BMW proportions – a long wheelbase, stretched bonnet, short overhangs and a set-back greenhouse with smoothly sloping roofline – imbue the BMW Pininfarina Gran Lusso Coupé with authoritative dynamics even before a wheel has been turned. Enhancing the powerful impact of the side profile are convex taperings that add a dynamic elegance. The exterior symbolises the modern harmony between power and elegance encapsulated by the V12 engine under the bonnet.

On the inside, the BMW Gran Lusso Coupé shows this consummate blend of contemporary elegance and luxury. Here the melding of exclusivity, comfort and sportiness makes for a unique interior experience. The fluid underlying geometry of the cabin and the classical BMW driver focus are lent a thoroughly new touch through the influence of Pininfarina.

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Contacts:

Francesco Fiordelisi, Head of Communications, ph. +39 011.9438105/335.7262530 e-mail f.fiordelisi@pininfarina.it