



## Pininfarina enters the Colombian market in collaboration with Haceb

*A new collection of home appliances designed by Pininfarina and realized by Haceb will be launched in the Colombian market*

Turin, October 14 2013 – **Pininfarina** debuts in **Colombia** with the announcement of a partnership with the leading home appliances company **Haceb**. The purpose of the collaboration was to create a **new line of hobs and ovens** to bring the kitchen to the highest level of modernity and elegance.

The **Haceb by Pininfarina Collection** is intended to create a line of home appliances able to fit in the most sophisticated residential environments. Pininfarina in fact has been working for years in the **residential** sector creating stunning interiors, which combine the key elements of Pininfarina identity: elegance, exclusivity and a high stylistic coherence. Overall the Pininfarina vision is to integrate harmoniously all the components, from the home appliances to the kitchens, from the furniture to the definition of interiors up to the design of the complete architecture of the projects. The recent partnerships with Related Group to build the iconic Millecento condo in Miami and with Far East Organization for the ultra luxury condo Ferra in Singapore are the ultimate proof of the significant breakthrough made by Pininfarina in residential architecture.

The collaboration with **Haceb** marks a first step into the Colombian market and confirms the growing interest of Latin America in the Pininfarina competency area. *“We are proud to introduce ourselves to Colombia alongside Haceb, a solid partner, renown for the quality of the products”* affirms **Paolo Pininfarina, Chairman of Pininfarina Group**. *“Latin America understands and appreciates Pininfarina design as demonstrated by our increasing presence in the area”*.

Pininfarina in fact decided to reinforce its strategic presence in the American market with a new office in Miami. *“The direct presence in the market will allow us to better understand and satisfy the needs and dreams of our American partners. Particularly Colombia, with its modern vision and brilliant economy, is a market growing a great interest for high-level design”* states **Matteo De Lise, Managing Director of Pininfarina of America**. *“The mission of our **new Miami office** is to become the reference point for those forward looking companies in the region, that strategically invest in **design to gain competitive advantage** in their respective markets”*.

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