

Norauto innovates and presents the CX Air, a Norauto Premium brand roof box designed by Pininfarina

- An exclusive collaboration between the Norauto product development teams and the prestigious Italian automobile designer Pininfarina.
- The CX Air, the first Norauto Premium roof box with a design inspired by the most beautiful cars.
- A customer survey for a roof box developed to meet their expectations: design, practicality and aerodynamics.
- Norauto Premium, the Norauto brand that develops high-quality products, making innovation affordable for as many people as possible.

Turin, May 16 2013 - **Norauto** presents the **CX Air**, the first **Norauto Premium roof box** developed with **Pininfarina**.

Starting from the strong expectations expressed by “roof box customers”, Norauto has developed the CX Air range for its Norauto Premium brand, which now has over 100 products in a range of categories including carriers, maintenance, starters, batteries, lighting and equipment. In effect, a roof box changes a vehicle’s aesthetics and aerodynamics significantly. In a Norauto survey, customers listed what they saw as the five key enhancement features of a roof box:

1. Must be in keeping with the aesthetics of the vehicle, its image and that of the driver.
2. The colour of the roof box must match or complement the vehicle, ideally with a metallic effect.
3. Easy, double-sided opening.
4. Inside light, for easy packing.
5. Easy and secure locking onto roof bars.

For this reason, Norauto’s development teams called on the prestigious Italian automotive design company Pininfarina to work together on the style, aerodynamics and practicality of the CX Air to offer motorists the best quality (in terms of strength, practicality and aerodynamics) and most “stylish” roof box on the market.

A carefully designed style for maximum aerodynamics

In developing the CX Air, the Pininfarina teams working with Norauto were inspired by prestigious car brands as well as by the body lines of aircraft like the Concorde and high-speed trains. The shiny materials and fluid forms of automotive bodywork designed by Pininfarina over many years also provided a source of inspiration. The result is the CX Air, featuring:

- Carefully thought-out shapes and colours to adapt perfectly to today’s cars and those of tomorrow, available in three finishes: silver, graphite, and chromatic (midnight blue with silver central ridge)
- The best aerodynamic performance on the market, while offering 30% more load capacity.

The improved aerodynamics of the roof box reduces wind noise and fuel consumption. Vibration is also reduced, extending the lifetime of the box while increasing safety. Three design characteristics improve the roof box’s aerodynamics:

- Sloped nose.
- Central ridge, which helps air flow over the box.
- Slightly raised rear, along with a diffuser that stiffens the structure while channelling aerodynamic flows.

Wind tunnel aerodynamics tests show that the Norauto Premium roof box offers, on average, 13.2% less wind resistance than other products on the market.

A robust box designed for easy use

The Norauto and Pininfarina teams also worked together to make the CX Air roof box easy to use, without compromising its strength. In fact, the CX Air is the first roof box to have:

- An outside handle enabling the user to open and close the roof box safely and securely without needing the key.



The lock is a 3-point anti-theft system:

- An inside handle to reach the top part of the box easily when open.
- Double-sided opening, allowing easier loading from both sides of the vehicle, and an infrared sensor that turns the inside light on and off.
- Maximised central volume for transporting bulky items (strollers , suitcases, etc.).
- Manufactured using the best materials on the market and increased shell thickness.
- Latest-generation intuitive attachment system to maximise safety and security.
- Protective cover and adjustable compartments.

Technical characteristics:

- Price: from €449.90
- Colours: silver, metallic graphite and midnight blue
- Capacity: 410 L (450 L)
- Weight empty: 20 kg (23 kg)
- Length: 179 cm (193 cm)
- Width: 81 cm (86 cm)
- Height: 40 cm (40 cm)
- Availability: from 24 May at Norauto dealers and at www.norauto.fr

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