

Sergio concept car on the green of the 70th Italian Open

Turin, September 9, 2013 - **Pininfarina** will be among the protagonists of the **70th Italian Open Lindt**, which will take place from September 19-22 at the **Golf Club Torino La Mandria**. Besides being one of the sponsors of the event, Pininfarina will exhibit on the green the concept car Sergio, the two-seater barchetta on Ferrari mechanicals dedicated to Senator Sergio Pininfarina.



*"Golf is a family passion: from my father and my brother Andrea, to me, to our children, it is a sport that we all practiced - says Chairman **Paolo Pininfarina**. - Our presence at the 70th Open will also be a tribute to my father and to all that he has done for the Golf Club Torino during his nine-year chairmanship, from the development of the Youth Club to improvements destined to the green, until the organization of the Italian Open in 1999".*

For the 70th Italian Open Lindt, Pininfarina has established also a special prize for the top 5 teams of the Pro-Am, a limited series of numbered prints signed by Chairman Paolo Pininfarina, featuring a sketch of the Sergio.

Pininfarina's attention to golf has also found expression through the design activities: in the Nineties the collaboration with Mizuno, the world's leading manufacturers in that industry, started with the creation by the Pininfarina Extra team of the series Golf Club's Set ZP1, a set of professional golf clubs developed in the Pininfarina Wind Tunnel of Grugliasco: the club head shape and skin treatment were optimized to attain minimal aerodynamic resistance and increase impact velocity.

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Golf clubs Mizuno by Pininfarina

Contacts:

Francesco Fiordelisi, Communication Manager, ph. +39 011.9438105 e-mail f.fiordelisi@pininfarina.it