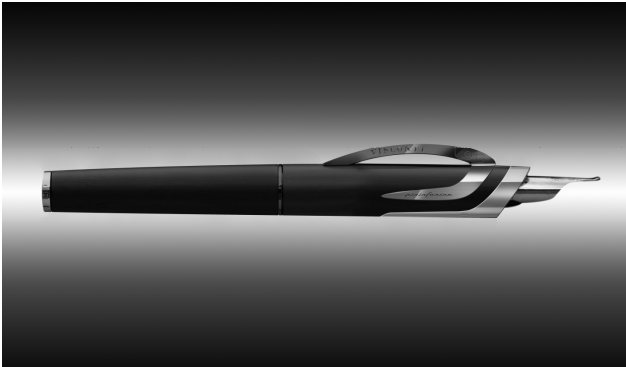




Pininfarina Carbongrafite, the first pen designed by Pininfarina for Visconti

Turin, April 24, 2013 – **Pininfarina Carbongrafite**, the first **Pininfarina pen** designed for **Visconti**, is presented today at Baselworld, the World Watch and Jewellery Show in Basel.



The Pininfarina Carbongrafite is a fountain pen with unique stylistic and technical elements. The Pininfarina team has created a design whose salient feature is its purity combined with a successful mix of dynamism and elegant lines. The stylistic work, set off by Visconti's technical expertise, has produced an essential article, devoid of any non-functional element, and equipped with innovative technical solutions that emphasise its pure style. These include the rotating nib extraction mechanism, which made it possible to eliminate the cap, and the mechanism that is incorporated in the clip. Other important innovations are the airtight system that opens and closes automatically, the chromium 18 Smartouch tubular nib and the material chosen, unidirectional carbon graphite, which gives the pen a perfect weight, with overtones of Pininfarina's automotive activities and a touch of sporty elegance.

The Pininfarina Carbongrafite will also be available in a rollerball version, and a limited output of 930 fountain pens and 930 rollerball pens will be produced, a reference to 1930, the year that Pininfarina was founded.

"Pininfarina has developed a unique item for Visconti, in which tradition blends with innovation. The pen is by definition the means by which thoughts, ideas and projects are expressed. From tomorrow we will be proud to use the Pininfarina Carbongrafite, an authentic jewel Made in Italy, to sign our new projects" commented **Paolo Pininfarina**, Chairman of Pininfarina.

"Visconti and Pininfarina share the same values: creativity, a passion for beauty, and a striving for innovative solutions. The years of experience that our partner can boast in the field of design, combined with our sound technical skills and a strong propensity for innovation, have enabled us to create an object that opens a new chapter in the field of writing implements", declared **Dante Del Vecchio**, Chairman of Visconti.

Pininfarina Carbongrafite

Limited edition:	930 fountain pens and 930 rollerball pens
Material:	Unidirectional carbon graphite
Nib:	Chromium 18 Smartouch tubular (EF-F-M-B-ST)
Refill:	Visconti rolling ceramic
Loading:	Retractable cartridge
Packaging:	Retractable carbon graphite

You can follow Pininfarina on Facebook and YouTube: www.facebook.com/PininfarinaSpA www.youtube.com/pininfarinaofficial

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