



## GOOD DESIGN™ Award 2013 to BMW Pininfarina Gran Lusso Coupé

*The car will be in Paris for the Concept Cars exhibition at the Festival Automobile International (29 January – 2 February 2014, Les Invalides)*

Torino, January 16 2014 – One more award for the **BMW Pininfarina Gran Lusso Coupé** born from the cooperation between **BMW** and **Pininfarina**. The *Chicago Athenaeum Museum of Architecture and Design* awarded the luxury concept with the **GOOD DESIGN™ Award 2013** in the Transportation category.

This prestigious recognition comes a few days before the display of the Gran Lusso at the **Concept Cars** exhibition, taking place at Les Invalides in **Paris** from January 29 to February 2 on the occasion of the 29<sup>th</sup> Festival Automobile International.



The BMW Pininfarina Gran Lusso, a one-off model, is the exclusive interpretation of a luxurious BMW Coupé through the eyes of Pininfarina. The design teams worked in close collaboration to create a new automotive persona for the high-end luxury class. Brimming with character, it is typically BMW while simultaneously boasting the distinguished signature of Pininfarina.

On 7 February 2014, during the Ambiente trade fair in Frankfurt, the **German Design Council** will assign to the Gran Lusso a **Special Mention** in the Transportation and Public Space category within the **German Design Award 2014**.

For further information on the Gran Lusso:

[http://www.pininfarina.com/en/bmw\\_pininfarina\\_gran\\_lusso\\_coupe/](http://www.pininfarina.com/en/bmw_pininfarina_gran_lusso_coupe/)

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