

Pininfarina celebrates its 85th anniversary in Geneva with the Ferrari Sergio

At the Motor Show one of six units inspired to concept car dedicated to Sergio Pininfarina

In the Pininfarina future more and more services and Fuoriserie

Turin, March 3, 2015 - **Pininfarina** is **85 years** old and it starts the celebrations for this important milestone at the **Geneva Motor Show** by holding on its stand the world preview of one of the **six units** of the **Ferrari Sergio**, limited edition roadster that enhances the spirit and core values of Pininfarina in the 60th anniversary year of its collaboration with the Prancing Horse.

So **85 years** have gone by since that day, May 22, 1930, when Battista "Pinin" Farina (the surname was changed from Farina to Pininfarina in 1961 by Presidential decree) founded Società Anonima Carrozzeria Pinin Farina in Turin, a small artisan workshop that turned out small production runs and special bodywork to order for wealthy private clients. Today Pininfarina, the standard bearer for the aesthetic values of Italian design in the world, focuses on **design** (automotive and non-automotive), **engineering services**, design and construction of **very small runs** and unique cars, the so-called **Fuoriserie** (custom-built) vehicles.

Right in the vein of Fuoriserie fits the **Ferrari Sergio**. Born as a concept car to celebrate Senator Sergio Pininfarina and launched at the Geneva Motor Show in 2013, the Sergio has become a reality.

*"I am proud – says Chairman **Paolo Pininfarina** – to celebrate the milestone of 85 years presenting the Ferrari Sergio. It's an exclusive car that embodies the excellence of Pininfarina in designing and manufacturing high quality cars and it's a further exercise on the Ferrari brand, to which we are related by a history that has helped define the most beautiful cars of all time. But, above all, it's a dream come true: conceived as a tribute to my Father, Sergio is now a real Fuoriserie running on the streets of the world".*

Designed by Pininfarina, just **six of this incredibly limited edition roadster** are being built, each with a different color and interior configuration. Based on the 458 Spider, it's an authentic open-top, it explicitly references the track, underscoring and intensifying its sense of sportiness, fun behind the wheel and the pleasure of design at its purest.

*"Pininfarina reaches the milestone of 85 years with a new impulse - says CEO **Silvio Pietro Angori**. - Our commitment is to continue to play a key role as a design house and innovative partner with unique skills, able to provide customers with solutions that result in competitive advantage for them. With Fuoriserie like the Ferrari Sergio we go back to our roots and we confirm the reputation achieved by our brand in 85 years of glorious history. We are facing the future with the strength of our tradition and the great commitment of our team".*

Pininfarina has always had a natural vocation for **custom-built cars**. It was thanks to its exceptional capacity to interpret the clients' dreams, creating unique or limited series, that the fame of Carrozzeria Pinin Farina spread rapidly in Italy and abroad throughout the 1930s and 40s. Over time Pininfarina's success led to the move from an artisan to an industrial dimension, forming valuable collaboration relationships with the world's most important car makers. But the Company's ability to make "one-offs" for individual clients has always remained.

Giving a new twist to its long-term artisan tradition, Pininfarina continues to dedicate resources and talented people to realize **unique models or very small runs** offering collectors of unique cars the possibility of creating their own "**dream car**". This is a distinctive characteristic of the **Fuoriserie**

service because the client is the project's real protagonist, intervening in all the phases that lead to the creation of the final custom-built car: from design to engineering, from the selection of materials to the final assembly.

The exceptional skills of Pininfarina designers to interpret the clients' dreams, together with the application of innovative technologies and the historic craftsmanship skills of its technicians, are still creating cars worthy of legend. In the last few years, let's mention the Ferrari 612 Scaglietti "K" by Pininfarina, the Ferrari P4/5 by Pininfarina, the Rolls-Royce Hyperion, the New Stratos, the SP12 EC developed in cooperation with the Ferrari Styling Center and the engineers of Maranello.

The Pininfarina Group, through its subsidiary **Pininfarina Extra**, has been extending since time the concept of Fuoriserie outside the automotive world by developing high-end exclusive projects ranging from product design to architecture to transportation. On the Pininfarina stand, in Geneva, some results of this strategy: the limited edition watch collection born from the collaboration with **Bovet**, the limited edition Pininfarina Fuoriserie bike and the scale model of Cyrela by Pininfarina, the luxury condo that will arise in São Paulo, Brazil.

The successful partnership with **Bovet**, born in 2010 from the meeting between Paolo Pininfarina and Pascal Raffy, gave life to the **Bovet Pininfarina Collection**, which includes five jewels made in limited edition: the Sergio Chronograph, conceived as a tribute to Sergio Pininfarina and produced in only 250 pieces, three exclusive tourbillon (Ottanta, OttantaDue e OttantaTre) and the Cambiano Chronograph.

The **Pininfarina Fuoriserie** is a **tailor-made bike** designed by Pininfarina and realized by 43 Milano. Produced in a **limited edition of 30 units**, it's a perfect mix of tradition and innovation, according to Pininfarina's DNA. The frame is in fact made of tubes in chromed steel hand-made weld by skilled artisans and adorned by a walnut briar-root coating. References to the heritage are also detectable in the handlebars and in the seat, dressed with a The Bridge leather whose inspiration comes from the interlaced leather used in the interiors of the Lancia Astura Bocca of 1936. And it's a Fuoriserie with an eco-friendly soul: the booster system Bike+, that optimizes the cyclist's energy through a miniaturized electric engine, allowing the rider to cover longer distances and to replace other means of transportation; the led lighting system based on a brand-new high performance lamp; the "connect the plug system" to recharge the mobile phones through the dynamo.

In the pursuit of maximum exclusivity also the project **Cyrela by Pininfarina**, luxury condo located in the region of Faria Lima in São Paulo, for which Pininfarina has developed the external architecture. So, following Singapore and Miami, even São Paulo will have a skyscraper designed by Pininfarina. Built by Cyrela, a leading real estate builder in Brazil, the building was designed to be a new luxury benchmark in Brazil.

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PININFARINA

85 years have passed since that May 22, 1930, the day when Battista "Pinin" Farina signed the memorandum which founded in Turin Società Anonima Carrozzeria Pinin Farina. Today Pininfarina, quoted at the Stock Exchange since 1986, has offices in Italy, Germany, China and the United States. Among the automotive customers, brands such as Ferrari, Alfa Romeo, BMW, Toyota. Important partnerships have been developed over the years in other sectors, with clients such as AnsaldoBreda, Eurostar, Iveco, Prinoth. Pininfarina Extra, born in 1986 to extend the expertise in design outside of the automotive sector, has developed more than 500 projects and established collaborations with international companies such as Alenia Aermacchi, Bovet, Calligaris, Chivas Regal, Coca-Cola, Costa Coffee, Juventus, Lavazza, Motorola, Petronas, Samsung, Snaidero and Unilever. Among the most recent awards, the National Award for Innovation for the Cambiano, the Red Dot Design Award for the Sukhoi Superjet 100, the Best Design Study for the Sergio, the German Design Award for the BMW Gran Lusso Coupe Pininfarina. Group Chairman is Paolo Pininfarina, CEO is Silvio Pietro Angori.