



CHINESE MARKET

Pininfarina was the first independent Italian design house to sign an agreement with the Chinese motor industry, in 1996. During the years Pininfarina has widened the range of activities developing projects for different Chinese companies: AviChina (Hafei), Chery, Changfeng, Brilliance, JAC.

The constant growth of the Chinese market has prompted Pininfarina to open a permanent office in Beijing, and this has been followed by the opening in 2010 of a Pininfarina Company in the district of Shanghai as a result of an agreement with the government agency Shanghai International AutoCity Development (SIAD), which is supporting the start-up of the new site and, in general, the relations with institutions, customers and suppliers.

Hence, the Pininfarina Automotive Engineering (Shanghai) Co. Ltd. is born, a Product Development Centre which allows Pininfarina to develop part of the engineering activities for the Chinese OEM near them and, in some cases, with them, so as to better respond to the growing needs of that market.

In 2010 two preliminary agreements were also finalized including collaborations with Tsinghua University in Beijing and the Tong Ji University in Shanghai for joint training of personnel and research activities in fields ranging from design architecture of the vehicle and virtual and physical validation of prototypes, as well as conferences, workshops and internship projects aimed at cross-fertilization.

The Italy-China Foundation assigned to Pininfarina the 2010 "Capital Elite - Best Made in Italy Design example" award, one of the most prestigious awards of the China Awards, the fifth edition of the ceremony dedicated to companies, institutions and personalities who better have seized the opportunities offered by economic and cultural relations between Italy and China.

1996 The collaboration between AviChina (Hafei) and Pininfarina S.p.A. started in 1996 has as first result the Hafei Zhongyi minivan, to which Pininfarina contributed its expertise in the areas of styling, design, the construction of masters and prototypes, and industrialization.

In 2001 Hafei entrusted Pininfarina with the styling and design of the Lobo (LuBao in Chinese), a city car which was mass produced in China from November 2002 and subsequently produced under license in Malaysia and Russia. A third contract was signed, covering the styling, design, prototypes and testing of another new vehicle; one of the goals of this project was to export the car outside the Chinese market, and as a result it had to meet European homologation standards.

In 2002 Pininfarina presented in Beijing the research model HF Fantasy, a 3-box sports.

In 2005 Pininfarina exhibited on its stand at the Geneva International Motor Show the styling model of a new car of the Saibao family.

In 2006 the debut of the Junjie saloon designed by Pininfarina at the Beijing Motor Show, where it won the “Best New Car” prize for its category.

At the 2008 Beijing Motor Show debut of the Brilliance Junjie station wagon, derived from the Junjie saloon. The Junjie station wagon, which was designed and engineered by Pininfarina, enabled Brilliance to expand in the premium luxury car bracket.

2010 Beijing Motor Show: debut of Brilliance Junjie restyling saloon and station wagon.

In 2005 Pininfarina started with Chery a large cooperation in the design and engineering sectors with a project involving several versions of cars of different segments. With the Chery M14 model, Pininfarina was the first company to introduce a coupè-cabriolet with retractable hard-top in the Chinese market. At the 2005 Shanghai Motor Show the model won the “Best New Car” award assigned by the automotive press.

At 2008 Beijing Motor Show the debut of the A3 two and three-box.

On the occasion of his trip to China in 2004, where he took part in the Business Forum “Made in Italy in China” organised in Shanghai by Confindustria and Ice (Institute for Foreign Trade), the then CEO of the Pininfarina Group, Andrea Pininfarina, signed a cooperation agreement with the Chinese company Changfeng for the supply of design and engineering services for the Liebao, a SUV scheduled for production in the Changsha plants.

In 2005 signature of an agreement with JAC for design and engineering activities. The first fruits of the collaboration between JAC and Pininfarina, which got underway in 2006, were the A108 3-box saloon and the 2-box variant, the A107, for which Pininfarina developed the styling and the engineering.

At 2008 Beijing Motor Show: presented the B-MPV people-carrier and the B-Class saloon, of which over 10,000 units have been sold since it was launched in October 2009, and which has won awards such as the “2009 China's Annual Best Medium-Size Car” and the Annual Expectation Auto Model. JAC also proposed the 3-box A108 (Tojoy) saloon. The Tojoy, which is highly successful, is the first Chinese car to win the prestigious China New-vehicle APEAL (Automotive, Performance, Execution and Layout) Segment Award from J.D. Power (Asia Pacific).