



Paris International Motor Show 2002

Furthermore, the following cars are exhibited on the manufacturers' stands: "Enzo Ferrari", Ferrari 360 Modena, 360 Spider, 575M Maranello, 456M; Alfa Romeo Spider; Daewoo Tacuma; Ford StreetKa; Hyundai Matrix; Mitsubishi Pajero Pinin 3 and 5 doors; Peugeot 406 Coupé, 406 Saloon and Station Wagon whose bodies are the result of the co-operation between Pininfarina (as full and partial Service Company – style, engineering, manufacturing) and the OEMs.

Over its 70 years history, the challenge for Pininfarina has always been to unite the values of an ever stronger tradition with new ideas and methods, viewing change as an opportunity and maintaining at high levels product excellence, organisational and operational flexibility, innovation in technology, processes, and the typology and diversity of services offered.

The evolution of Pininfarina's role in the market has led to the formation, in recent years, of a Services Company. This Company deals in all aspects of design and creativity, from automobiles and means of transport to everyday objects. Regarding the automotive division in particular, which is the Group's core business, Pininfarina can act as a global partner to the automobile industry, providing a comprehensive contribution to the development of a new key-in-hand product. It can also, and with great flexibility, provide a whole range of separate services from design and product and process engineering to niche market production.

The most recent development sees Pininfarina particularly involved in strengthening its engineering division. This division, which was previously mainly dedicated to the Pininfarina productions, now also provides structured services for outside Companies. For this purpose, a new Engineering Centre has been built and will soon be inaugurated. This facility is built over an area of 12,000 m² and is equipped with the most advanced CAD/CAE/CAM/Virtual Reality/Digital Mock Up systems and new prototype workshops. As from 2002, there are 500 employees specialised in the automotive design and industrialisation process. This process, between the creative and production stages, is a fundamental step in the realisation of a new product.

Pininfarina is a highly professional, managerially structured Company, with an image which it wants to enhance with new content and the ability and expertise to play a new role worthy of its tradition in a market as competitive and difficult as the automotive industry.

In this context, the Company is not only represented by cars present at other manufacturers' stands at the 2002 Paris International Motor Show, which have been created through different levels of collaboration between Pininfarina and its Clients, but also by the Pininfarina stand itself, which fully reflects the role that the Company now plays in the market.

On one hand, there is the "**ENZO FERRARI**", pure design and an exemplary display of creative and technological capacities applied to a product at the pinnacle of world class performance and image.

On the other is the **FORD STREETKA**, an expression of the engineering and production services Pininfarina can offer manufacturers, guaranteeing excellence to the market in terms of time scales, cost and quality.