



2004 Paris International Motor Show

The Pininfarina stand at the Paris 2004 International Motor Show presents plenty of novelties. Starting with the architecture, designed to underline the successful integration of the Group's new activities. A proper showcase, with three display areas, each a different colour: red for Design, silver grey for Engineering and blue for Manufacturing.

The projects that are making their world debut, laboratories of ideas to serve the customer, have been developed with the active synergic involvement of the three business areas and the collaboration of international partners. They all share a single common denominator, research, the value that Pininfarina has always pursued and in which it continues to invest resources and efforts.

Two years ago, Pininfarina went to Paris in the new role of global partner of the car industry, offering complete support in the development of new "turn-key" products or to provide the whole range of services that extend from design to product and process engineering and niche manufacturing, separately and very flexibly. Since then, Pininfarina has continued to evolve as a result of a number of important operations: the acquisition of the design, testing and prototyping activities of Matra Automobile Engineering in September 2003; the creation of Pininfarina Sverige AB, a joint venture with Volvo Car Corporation in Uddevalla (Sweden) in November 2003, in which Pininfarina S.p.A. controls 60%, and which will be responsible for the manufacturing of a new generation of convertible cars currently under development at the Pininfarina Engineering Centre of Cambiano; an agreement with the Moroccan government, in April 2004, for the creation of an engineering centre controlled by Matra Automobile Engineering, in Casablanca.

Pininfarina therefore goes to the Paris 2004 Motor Show strengthened by these new activities, which are fast making the Group one of the most important players in its sector in Europe. The projects exhibited on the stand are:

- NIDO - Research in the field of safety

The study, design and prototyping of new solutions that involve the structural aspects and the design of a small 2-seater car, with the goal of increasing both internal safety (the occupants), and external safety (pedestrians).

- DOUBLE-FACE - Innovative technologies and processes

Developed jointly with Matra Automobile Engineering, it started from the hypothesis of creating two cars for a multi-brand manufacturer, one in sheet metal, and the other in composite material, very distant in stylistic terms, but sharing common technical features so as to reduce the impact of tooling costs on niche volumes.

The following cars are also displayed on the Pininfarina stand:

- FERRARI F430 - World debut
- PEUGEOT 1007 - World debut
- FORD STREETKA

Pininfarina is also represented at the Paris Motor Show by:

- Jaguar X-Type Wagon, the first example of Pininfarina's work in the field of product engineering.



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- Mini Cabrio, with a roof system supplied by Open Air SYStems, a 50-50 joint venture between Pininfarina and the Germany company Webasto that concentrates on the design and manufacture of sunroof systems.

Stands of individual manufacturers also exhibit the Ferrari 612 Scaglietti, the Maserati Quattroporte, the new Alfa Romeo Spider, the Daewoo Nubira and Tacuma and the Hyundai Matrix, all featuring bodywork that is the outcome of collaboration between the manufacturers and Pininfarina (in the role of service company providing all or part of the design, engineering and manufacturing).