



74th Geneva International Motor Show

The recent acquisition of the engineering, experimental and prototyping activities of Matra Automobile, whose first realisations are on display at the Geneva Motor Show, and the creation of Pininfarina Sverige AB, a joint venture between Pininfarina and the Volvo Car Corporation, to manufacture in Uddevalla (Sweden) the new generation of convertibles for the Swedish Company, have strengthened Pininfarina's position as an all-round partner of the automotive industry. It is a concrete step towards the implementation of the strategy communicated officially for the first time at the Turin Motor Show of 2000, during the celebrations for the Company's 70th anniversary. It is a turning-point which, with the inauguration of the Cambiano (Turin) Engineering Centre in October 2002, and the optimised internal organisation now with a new, more flexible structure, makes it possible to extend the value chain of the services offered to current and prospective customers and to strengthen the Company's capabilities in qualitative and quantitative terms. Traditional research and development activities in the design and manufacture of niche models are now complemented by process and product engineering for third parties. Consistent with its strategy of becoming a full cycle service provider, Pininfarina has founded a 50-50 joint venture, Open Air SYStems, with the German Company Webasto to design and manufacture retractable roof systems. The first actual result of this activity is the roof system for the Mini cabriolet and it is Open Air SYStems that will supply it. New contracts in the area of design and engineering signed with a number of European (i.e. Jaguar X-Type Wagon) and world carmakers (particularly active relations with China) confirm the value of the Company's strategic choice, as well as the contract with GM for assembling at the Pininfarina Engineering Centre, on the Client's style, two prototypes: Saturn Curve and Chevy Nomad. The latter makes its European debut in Geneva on the GM stand. To maintain and further strengthen its market position Pininfarina continually invests in research and innovation programmes in all the areas of activity it covers. In the production field, for instance, Pininfarina innovates by using new materials and technologies that focus on increasing the efficiency of production systems, but also on reducing the relevant environmental impact of products and production processes. Quality, therefore, intended as a prime Company mission. It's no coincidence that in 2003 Pininfarina was the first Company worldwide to be awarded ISO/TS 16949 certification for the entire car manufacturing process (design, engineering, production); furthermore, the Environmental Control System at the Company's Grugliasco, San Giorgio Canavese and Bairo production sites has been recognised as conforming with UNI EN ISO 14001 standard requirements. Pininfarina exhibits the following cars at the 74th Geneva International Motor Show:

Ferrari 612 Scaglietti novità per l'Europa

Maserati Quattroporte

Nuova Alfa Romeo Spider

Ford Streetka

Mitsubishi Pajero Pinin

Peugeot 406 Coupé

Also on display at the Pininfarina stand are products that are the result of cooperation between Pininfarina Extra, the Group Company expressly dedicated to product design, and Italian and foreign companies: examples of how advances in scientific research and engineering are applied to the look of objects found in everyday life.



Pininfarina is also represented at the Geneva Motor Show by some of the achievements of D3, a company of the Pininfarina Group, which specialises in models and prototypes and is based in Courbevoie (Paris). D3 has prepared the Renault Modus, the prototype of a compact car which will soon go into production, and has its world preview on the Renault stand, the C-Airlounge, a concept car on display on the Citroën stand which combines aerodynamics with modular interior volumes, and a mock-up exhibited on the Toyota stand on which visitors can simulate the experience of driving a racing car, armed with a joystick and a helmet onto which a virtual image of the circuit is projected.

Other cars are exhibited on manufacturers' stands: Ferrari 612 Scaglietti, 360 Modena, 360 Spider, 575M Maranello; Maserati Quattroporte; new Alfa Romeo Spider and GTV; Daewoo Nubira and Tacuma; Ford Streetka; Hyundai Matrix; Peugeot 406 Coupé; Jaguar X-Type Wagon, the bodywork of which is the result of cooperation between Pininfarina (acting as a Service Company - styling, engineering, production - both partial and full cycle) and their manufacturers.