



Design, engineering, eco-mobility: a preview of Pininfarina of the future at Geneva

*World debut of the **Cambiano**, the electric luxury sport sedan concept*

*Unveiling of the **F12berlinetta**, a show-stopping Ferrari designed by Pininfarina*

*The “on-line store” for aficionados of the **Pininfarina marque** makes its debut today, together with the new www.pininfarina.com site*

Turin March 6, 2012 - At the **2012 Geneva Motor Show**, Pininfarina takes the wraps off its **Cambiano** concept car and the new **Ferrari F12berlinetta**, two debuts that underline the excellence of Pininfarina design and reflect its new business profile based on **design and engineering services, eco-mobility** and **brand enhancement**.

With the **Cambiano**, Pininfarina proposes an electric traction luxury sport sedan, elegant and sporting, refined and comfortable, a synthesis of pure, forefront design and engineering research with maximum attention to environment friendliness both as regards power plant and selection of materials.

The name has been selected as a tribute to the town where the Group is headquartered. “2012 – explains Chairman **Paolo Pininfarina** – marks a double anniversary: the 30 years of the Styling Centre, set up at Cambiano in 1982 as “Pininfarina Studi e Ricerche/Pininfarina Studies and Research”, and the 10 years of the Engineering Centre, inaugurated in 2002 with the aim of adding third party engineering services to styling and development/niche production activities”.

The **Cambiano**, which epitomizes Pininfarina’s new business profile, embodies the Company’s expertise in the field of **styling, design** and research in the field of **sustainable mobility**. The concept sets a new benchmark for environment-friendly luxury vehicles and features electric traction as its main strong point, which translates into zero emissions in the urban cycle and the highest all-electric range currently available on the market. Seamlessly integrated styling and engineering have generated an **extended range plug-in electric sedan** that combines top performance, excellent usability and the comfort of a *luxury car* with unfailing environment friendliness.

“The **Cambiano** – adds CEO **Silvio Pietro Angori** – is the most complete expression of everything Pininfarina stands, both today and in the future: styling research directed towards defining timeless styling statements in the best tradition of Italian style and Pininfarina design; state-of-the-art technological innovation incorporated in a project that is both contemporary and forward-looking. The **Cambiano** raises the bar of research in the field of environment friendliness and sustainability in line Pininfarina’s unswerving attention to eco-mobility, a feature firmly rooted in its DNA and now one of the main pillars of its Industrial Plan. The **Cambiano** is the maximum expression of Pininfarina’s consolidated technological know-how, its ability to manage projects with great flexibility and seamless integration of styling and engineering aspects”.

The excellence that has underpinned **Pininfarina design** for 82 years is also expressed at Geneva in a new extraordinary **Ferrari**, the **F12berlinetta**, **designed by Pininfarina** in cooperation with the Maranello Style Centre. The **F12berlinetta** sets a new benchmark in the field of extreme, front mid-engined sports cars and is the most powerful ever built by Ferrari. With its well-balanced volumes, aggressive but sleek lines, the **F12berlinetta** delivers exceptional comfort and excellent usability despite its compact dimensions. The **F12berlinetta** makes its debut one year after another two outstanding vehicles **designed by Pininfarina** for Ferrari, the **FF** and the **458 Spider**.

“The results obtained by the **FF** and **458** in the two coupé and roadster versions, accompanied by today’s debut of the **F12berlinetta**, are the best confirmation that styling continues to be Pininfarina’s flagship activity and of the success of the long-term partnership between Ferrari and Pininfarina – comments **Paolo Pininfarina**.



Design and engineering services, eco-mobility and brand: Pininfarina's new "skin"

Rapid changes in global markets in the last four years, in particular the unprecedented crisis that has hit the automotive industry, have inevitably impacted Pininfarina's current business configuration. On the one hand, contract manufacturing, one of the main pillars of company business since the outset, has continued to dwindle while, on the other, new prospects have emerged in zero-emissions urban mobility. Pininfarina has stepped up research into hybrid and electric, individual and collective transportation, configuring sustainable mobility as one of the main underpinnings the Group's Industrial Plan whose guidelines were approved by the Board of Directors in December 2011.

The plan envisages, in particular, reinforcement of Company design and engineering activities through the technical-commercial link with German subsidiaries, promoting their growth as they are already well positioned in an active, constantly growing market (during 2011, there was a 30% increase in the number of employees of German companies which moved to around 275 persons at the end of 2011); further development of design and engineering activities for the Asian market also through expansion of the business of a subsidiary set up at the end of 2010 in China; expansion of design and engineering services on the eco-mobility market, leveraging know-how acquired in the development and design of electric cars (BlueCar and Nido EV) and hybrid busses (Hybus); enhancement of the value of traditional Industrial Design activities and development of "Brand licensing" in partnership with third parties, taking full advantage of Pininfarina's world-renowned image and brand.

In line with its brand enhancement objectives, Pininfarina has rolled out **its new web site, www.pininfarina.com**, a dynamic portal that combines the typical simplicity and conventions of the "analogue" functions of *old media* with the innovation and interactivity of the new digital interfaces of mobile devices. The portal provides information about Pininfarina, what it does, how it does it and why: each project relates a story – a design story – that, through organization of contents and numerous attractive graphic and multimedia contributions, involves the user in a fascinating journey between past and future, in a continuous discovery of the Company's unequalled heritage of knowledge and skills.

Roll-out of the new web site coincides with the launch of the first Pininfarina "**on-line store**", **store.pininfarina.com**. Designed for aficionados of the brand, the site offers a packed catalogue with a wide choice of clothing, accessories, travelware, leather articles, books and model kits, all characterised by the unique style that has earned Pininfarina worldwide renown. Refined elegance is fully expressed in the line of men's and women's clothing, from sweat shirts to polo's up to and including anoraks and T-shirts and, obviously, the futuristic Airflow helmet, a concentrate of technology and design developed in the Pininfarina Wind Tunnel. For those seeking style and comfort, the store proposes a unique line of elegant, functional travelware and leather goods. The strong bond that has always linked the Pininfarina brand and the world of motoring is reflected in a line of 1:10 and 1:18 scale models of vehicles that have forged the history of the car, from the legendary 1947 Cisitalia 202 to the 1967 Dino 206 GT also including more contemporary models such as the Birdcage 75th, the 2uettottanta and the latest addition to the family, the Cambiano. Last but not least, a series of books available inside the Collection is dedicated to Pininfarina design, to discover all the details of a history that has become a legend.

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Pininfarina - Through a long process of growth and transformation, ideas and creativity, often ahead of its times and gearing to the far-reaching social, economic and technological changes that have taken place in 82 years, Pininfarina has evolved from an artisan firm to an international group that is a worthy global partner for the automotive industry. Today, Pininfarina, which has been listed on the Stock Exchange since 1986, has offices in Italy, Germany, Sweden, Morocco, China and the United States. The company's automotive clients include premium brands such as Ferrari, Maserati, Alfa Romeo, Ford, Volvo, Tata Motors and Chery. Over the years, important partnerships have also been developed in other sectors, with clients such as AnsaldoBreda, Eurostar, Iveco and Prinoth. The Pininfarina Extra company was founded more than 25 years ago, specialising in product and interior design, architecture, sailing and aircraft, with over 400 projects to its name.

Many of Pininfarina's creations are on show in prestigious national and international museum collections such as the MoMA of New York where a Cisitalia 202 Berlinetta has been on display since the 1940s. Pininfarina design has received numerous awards in its 82-year history, the most recent being: the "Louis Vuitton Classic Concept award" for the Maserati Birdcage 75th, the "2008 red dot award" for the Sintesi; the "Compasso d'Oro 2008" for the Nido; the **Trophée du Design 2009, China Awards 2010** as the best example of design Made in Italy in China; the **2011 Premio Legambiente** award for the Hybus hybrid bus. Sergio and Battista "Pinin" Farina are both present in the famous European Automotive Hall of Fame, created to celebrate the men who have made motoring history

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