



## President Ciampi lights the Olympic Torch

**Senator Sergio Pininfarina at Quirinale Palace for the ceremony of the Torino 2006 Torch relay. The Torch recently received the “Lorenzo il Magnifico” award of the Biennale in Florence**

*Turin* – Tomorrow at 10 a.m., at the Quirinale Palace in Rome, President of the Republic Carlo Azeglio Ciampi will light the Torino 2006 Torch and will deliver it to the first Italian torchbearer, Stefano Baldini. Senator Sergio Pininfarina, Chairman Pininfarina Group, will attend the ceremony which is the starting point of the Torch relay across the peninsula.

Just a few days ago, the Torch designed, engineered and manufactured by Pininfarina received the “Lorenzo il Magnifico” award, the highest recognition of the Biennale of the Contemporary Art in Florence with the following motivation: “Lorenzo de Medici ‘Il Magnifico’ bows before the beauty of pure synthesis of the Olympic Torch born from the multiform Turin-type genius and from the sublime Master of design, Pininfarina”. The Olympic Torch is still on show at the Fortezza da Basso in Florence throughout the manifestation.

“This award testifies that we are able to make objects that are both good-looking and with high performance” stated Andrea Pininfarina, CEO Pininfarina Group. “The Torch has a close relationship with the car because for us the design is aesthetics applied to the function and to the use”.

The Torch is a Pininfarina’s competence-concentrated product. Pininfarina is Official Supplier of Torino 2006 with a significant economic investment. According to the agreement signed with Toroc, in fact, Pininfarina is responsible for the design, the engineering and the manufacturing of 12.000 numbered Torches of the Olympics and 125 for the Paralympic Games, free of charge. Compared to the Torch of Athens 2004, the flame designed by Pininfarina had to respect requirement far stricter. The performances required by Toroc, suggested also by the problems come up with the Athens’ Torch, had led to prefer a fine-looking flame with great visibility and resistance to a more fragile and light one. More in details, the requirements for the Olympic Torch by Pininfarina were: visibility to the distance of 100 meters also in the daylight, resistance to rain, snow, temperatures from  $-20^{\circ}\text{C}$  to  $+25^{\circ}\text{C}$ , to the wind up to 120 km/h to altitudes up to 5000 meters.

“It has been a demanding work but our subsidiary company, Pininfarina Extra, managed by my son Paolo, has been able to develop a final product which we are satisfied and proud with both from the styling and from the performances point of view” asserts Sergio Pininfarina.