

Mahindra and Pininfarina present The Dealership of Future: designed by Pininfarina.

A revolution in the customer journey merging digital and physical.

A new format designed by Pininfarina to enhance the brand experience.

Turin, February 7, 2018 – On the occasion of **Auto Expo** in **New Delhi**, **Mahindra** and **Pininfarina** present a new concept: the **Dealership of Future**. A new format conceived to intensely rethink the **customer experience** thanks to **new digital technologies**.

Mahindra, at the forefront of **innovation** and **technology**, chose **Pininfarina's** 88 years of **experience** in **envisioning the future** to shape a breakthrough brand and customer experience.



Experience is the keyword of the project: the creation of an immersive world in which the digital touchpoints are integrated with the tridimensional features of the environment and of the car. A journey designed to start before the first visit to the showroom and to continue aftersales in a consistent and seamless path.



The digital experience.

The Dealership of Future relies on digital as a primary means to deliver immersive visual car experiences and product guidance. With digital tools, the visual experience can be near limitless, and independent from the displayed vehicles.

The key elements comprising the **Dealership of Future** are:

- **Tablet Assistant, Digital Lounge and Digital Transaction Zone** – These tools will be at the heart of the showroom and will provide the customer with a full visual experience of the products, let them configure their vehicle to their taste and complete steps required in concluding the transaction. The customer will have at his disposal a complete experience of product discovery, visual representation, guidance, product information, deal-making and transaction execution.
- **Virtual Reality Zone** – This is an immersive experience powered by the HTC Vive system with motion sensors allowing the customer to experience the vehicle in a virtual environment and experience it like never before. Apart from the virtual car experience, customers can also access guidance and product information.
- **Multi-touch table with RFID object recognition** – This is an intervention that facilitates comparison, product discovery and has advanced gamification elements that create a differentiated 'Wow' factor for our customers.

A new visual language merging digital and physical. Designed by Pininfarina.

The **Pininfarina Architecture** team created **a new visual identity** to give shape to the new generation of dealerships. A language able to enhance Mahindra SUV brand values – adventure and premiumness – translating the brand into stylistic elements shaping the space. A new format that will be applied to all new retail format: Dealership of Future, able to strongly and consistently communicate the brand values in different contexts independent of the showroom space. A language able to harmoniously merge the digital and physical, guiding the customer smoothly through the spaces of the showroom and through all the moments of the experience.



Pininfarina Architecture

Pininfarina Extra was born in 1986 to extend the competences of the Pininfarina Group beyond automotive. Among the over 600 projects developed along the years, the most recent in the Architecture and Interior Design regard Turkey (the Istanbul New Airport Air Traffic Control Tower), Poland (A class office complex in Warsaw), United States (the 1100 Millecento luxury apartment building in Miami and the luxury Beachwalk development in Hallandale Beach, Florida, the Virginia Key Harbour & Marine Center in Miami), Argentina (nautic complexes Tifon Baigorria in Rosario and Tifon Tigre in Buenos Aires), Brazil (Cyrela, luxury condo in Sao Paulo, and Vitra and Yact House, luxury skyscrapers in Balneario Camboriu). In Italy, following the great success of the Juventus Stadium in Turin, which was awarded the Innovation Award Stadium, the company has designed the Terrazza Martini, built in the Italian Pavilion at EXPO 2015 in Milan. Pininfarina Home Design is the most recent project, an innovative vision for the Home Spaces, combining Pininfarina heritage in furniture design with the unique architectural style.

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