



Chinese Vice Premier Ma Kai visits Pininfarina

The representative of the People's Republic of China dedicated to Pininfarina a part of his private stay in Turin, confirming the Company's twenty-year commitment to China

Turin, 10 December 2017 - **Vice Premier of China Ma Kai**, in Italy in these days for a state visit, went this afternoon to the headquarters of **Pininfarina** in Cambiano, Turin, where he was welcomed by the CEO **Silvio Pietro Angori** and the Design and Engineering Center team.

The delegation visiting Pininfarina was composed, among others, by the Chinese Ambassador to Italy Li Ruiyu, the Deputy Minister of the National Commission for Development and Reforms Xiaotao Wang, the Deputy Minister of Industry and Informatics Guobin Xin, the Deputy Minister of Commerce Bingnan Wand and the Undersecretary for Foreign Affairs Huilai Li.

*"China is the largest sustainable mobility market in the world - declared the **Vice Premier** during the visit. - We produce 50% of electric cars globally and in 2018 we aim to reach 700 thousand units. The visit confirmed Pininfarina's know-how and expertise in this field. Therefore we hope for the near future a win-win partnership between the prestigious Italian brand and the Chinese government"*.

*"The will of Vice Premier Ma Kai to visit our Company is particularly significant for us - commented CEO **Angori**. - Indeed, it confirms the recognition of our brand in China as world excellence of Italian design and a reference in the field of sustainable mobility. We have been the first Italian company to supply, since 1996, style and engineering services to Chinese automobile manufacturers. We have contributed to the development of the National Automobile industry. We are proud that the Chinese Leadership recognize our twenty years of commitment in their Country. We are deeply thankful to Vice Premier Ma Kai for the honor of his visit to Pininfarina "*.

During the visit, the Chinese Vice Premier appreciated the Pininfarina masterpieces on display in the Company's Museum and then visited the workshops where prototypes and small series are made. In particular, the Vice Premier was interested in deepening the experience of Pininfarina in the development of eco-sustainable cars, particularly for the Chinese market. Ma Kai had the opportunity to appreciate some of the most recent electric cars developed by Pininfarina, such as the Nido EV, a prototype fully designed and built in Cambiano, and the BlueCar, an EV car presented at the Paris Motor Show in 2008 with the Bolloré group, later adapted to the electric car sharing project launched in Paris and in other cities of the world including Singapore, Indianapolis and Turin itself. Finally, an entire family of hybrid and full EV vehicles developed for Hybrid Kinetic Group presented at the Shanghai Motor Show in April 2017 was shown to exemplify competencies and commitments of the Pininfarina Group in the field of New Energy Vehicles.

As a further confirmation of the link with China, just this week **Pininfarina** has been presented the **"Silk Road" Award** among the **2017 China Awards** organized by Italy China Foundation. Pininfarina has been awarded *"for the long and significant growth path in China, started in the Nineties and continued successfully until the opening of the Shanghai office and the results obtained in recent years. The award is given to Pininfarina also for having established in its development path lasting and profitable relationships with many of the Countries that will be protagonists of the Belt and Road Initiative, dreamed and launched by the Chinese President Xi Jinping"*.



PININFARINA IN CHINA

Pininfarina was the first Italian design house to provide styling and engineering services to Chinese carmakers since 1996. Since then, Pininfarina has expanded its range of activities by developing partnerships with manufacturers like AviChina (Hafei), Chery, Changfeng, Brilliance, BAIC, JAC and others, for which commercially successful vehicles have been designed, such as the DX7, first fruit of the collaboration between Pininfarina and South East Motor-SEM, then followed in 2016 by the DX3, a compact SUV.

In 2010 **Pininfarina Automotive Engineering Shanghai (PAES)** was established with the aim of locating a satellite design development in Shanghai, automotive strategic site for the Asian region. Today PAES is an established outpost of commercial development and design creation that, under the guidance of **Simone Tassi** (General Manager) and supervision from Italy of the Design Director **Carlo Bonzanigo**, can count on a multicultural team of thirty people of very high professionalism that give the Chinese headquarters of Pininfarina a strong international character and global vision in the daily challenge to an increasingly demanding market.

As a further confirmation of Pininfarina's commitment on the Chinese market, beginning of this year the signing of a trade **agreement** between Pininfarina and **Hybrid Kinetic Group Limited** was announced. According to the agreement, Pininfarina will support Hybrid Kinetic in the turnkey development of an electric car from the styling concept and development of the vehicle to the engineering development and virtual and physical validation for series production.

Together with the same Client Pininfarina presented at the 2017 **Shanghai Auto Show** an entire range of environmentally friendly vehicles, demonstrating once again its ability to combine styling research to environmental sustainability: the **five seater SUV K550**, the **seven seater SUV K750** and the **luxury sedan H600**.

Pininfarina's business in Asia is now expanding from automotive to **architecture and industrial design**. Last March the **first Pininfarina architectural project in China** has been announced. The focus is on **Higold Headquarter**, a building which will rise in Shunde. Pininfarina Architecture has authored the **whole architectural project**, from the **façade** design to the **landscape**.

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