

The Cambiano at the Bologna Motor Show

The concept car exclusively displayed for the presentation of Parco Valentino – Salone & Gran Premio of Torino (11-14 June 2015), where Pininfarina will celebrate its 85th anniversary

Turin, December 5, 2014 - The concept car **Pininfarina Cambiano** is exposed today at the **Bologna Motor Show** at the press conference of the **Parco Valentino – Salone & Gran Premio of Torino**. The open air car show, to be held in **Torino** from 11 to 14 June 2015, will be the occasion to celebrate the **85th anniversary of Pininfarina**.

A luxury sports saloon with plug-in extended range electric powertrain, the **Cambiano** is an enticing combination of pure, cutting edge design and engineering that respects the environment in both in the engine and in the choice of materials. Among the prizes it won, the **National Award for Innovation**, the most important Italian recognition dedicated to innovation *Made in Italy*, the **Award for Innovation ADI Design Index 2013**, the **Honorable Mention Compasso d'Oro ADI 2014**, and the **Interior Design of the Year Award** assigned within the Automotive Interiors Expo 2012 Awards.



The Cambiano 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. Today **Pininfarina**, almost 85 years old in 2015, focuses on **design** (automotive and non-automotive), **engineering services** (product development, testing, prototype construction), design and construction of **very small runs** and **unique cars**, the so-called **Fuoriserie** (custom-built) vehicles.

Pininfarina, which has been listed on the Stock Exchange since 1986, has **offices** in Italy, Germany, China and the United States. The Company's **automotive clients** include prestigious brands like Ferrari, Alfa Romeo, BMW, Toyota, among others. Over the years, important partnerships have been developed in other sectors with clients such as AnsaldoBreda, Eurostar, Iveco and Prinoth. The **Pininfarina Extra** Company was founded in 1986, specialising in **industrial design, architecture and interiors, transportation design**, with over 500 projects to its name; among its customers, leading international companies such as Alenia Aeronautica, Ares Line, Bovet, Calligaris, Chivas, Coca-Cola, Costa Coffee, Juventus, Lauretana, Lavazza, Leitner, Desarrollo Mor, Martini & Rossi, Petronas, Snaidero, The Bridge, The Related Group, Tecnoalarm, Uffix, Unilever.

Many of Pininfarina's creations have entered prestigious national and international museum collections like the MoMA of New York, which has had a Cisitalia 202 Berlinetta on display since the 1940s. Battista "Pinin" Farina and Sergio Pininfarina have both entered the famous **European Automotive Hall of Fame**, an institution created to celebrate the men who have made motoring history.

Pininfarina has received endless **awards** in its 85-year history, the most recent being: the Platinum Design of the Times Award 2012 for the dispenser Coca-Cola Freestyle, Best Design Study 2013 for the Sergio, Red Dot Design Award 2013 for the interior trim of the Sukhoi Superjet 100, GOOD DESIGN™ Award 2013 and German Design Award 2014 for the BMW Pininfarina Gran Lusso Coupè, the Object of Desire 2013 Award for the Ferra luxury condominium in Singapore.

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Contacts:

Francesco Fiordelisi, Head of Communications, tel. 011.9438105 e-mail f.fiordelisi@pininfarina.it