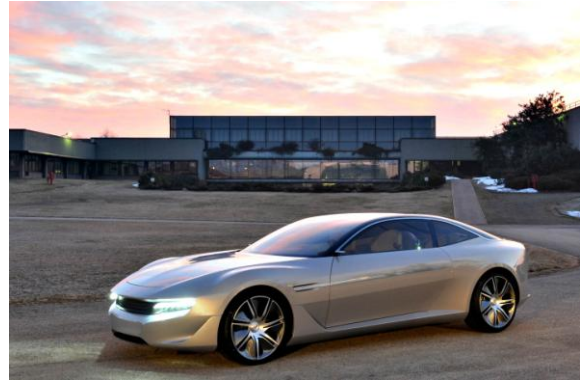


The Cambiano by Pininfarina wins the Prize of Prizes for Innovation

The concept car awarded in Rome today by Minister Stefania Giannini

Turin, September 17, 2014 - **Minister Stefania Giannini** has given **Pininfarina's** concept car **Cambiano** the "**National Award for Innovation**" (also known as the "**Prize of Prizes**"). The most important Italian recognition dedicated to innovation *Made in Italy* has been delivered this morning to the CEO of Pininfarina group **Silvio Pietro Angori** along with Design Director **Fabio Filippini** during the ceremony held at Villa Farnesina in Rome.



Nominations for the Prize of Prizes was made possible by the achievement, in October, 2013, of the **Award for Innovation ADI Design Index 2013** "for the particular innovative quality of the product". The Prize of Prizes comes up after the **Honorable Mention Compasso d'Oro ADI 2014**, conferred to the concept car last May, and the **Interior Design of the Year Award** assigned within the Automotive Interiors Expo 2012 Awards.

"We thank Minister Giannini for this important award - said Silvio Pietro Angori. - For us it is a further confirmation of the value and innovative content of this concept car, which is the expression of the new Pininfarina. The Cambiano embodies the expertise of the company in terms of style, design and research in the field of sustainable mobility".

The Prize of Prizes was established by decree of the Prime Minister in 2008 with the aim to support the best innovative and creative skills of our country in the key sectors of the economy, in order to also foster the growth of the culture of innovation in the country.

A luxury sports saloon with plug-in extended range electric powertrain, the **Cambiano** debuted at 2012 Geneva Motor Show, where it was elected **most beautiful concept car of the exhibition**. 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. For further information on the Cambiano:

<http://pininfarina.it/en/cambiano/>

High resolution photos of the **Cambiano** are available for download in the Press Area of the Pininfarina site:

www.pininfarina.com/en/news/press_releases/archive_120229

You can also follow Pininfarina on Facebook and Youtube:

www.facebook.com/PininfarinaSpA

www.youtube.com/pininfarinaofficial

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