



Pininfarina signs the first branded drone

DeAgostini Publishing launches in Italy Sky Rider Drone, the drone designed by Pininfarina to be built in part works

Turin, August 25, 2014 – It is signed by **Pininfarina** the **drone** to be built in partworks launched by **DeAgostini Publishing** in Italy. It is not a mere scale model, but a true gem, equipped with advanced functions and easy to assembly. It is called **Sky Rider Drone**, it has the GPS and the video camera integrated and it is provided with a double flight mode.



The collaboration between two of the most important and renowned Italian companies gave life to a real drone that, beyond flying in the sky reaching places scarcely accessible, can shoot videos and pictures, offering an original and unexpected point of view on the world. A unique object, able to satisfy people who wish to build a drone but also the ones who take in high consideration unique and original design. The Sky Rider Drone, in fact, combines the technological functions to a beyond comparison look, expressly studied and realized by **Pininfarina**.

The Pininfarina design team worked with the aim to convey a unique identity to the object in the respect of its peculiarities. The Sky Rider Drone was treated as a unique object, through marks able to characterize it in a strong and exclusive way. Starting from the wing profile that represents the perfect aerodynamic shape, the Pininfarina team created elegant and pure lines and, at the same time, streamlined and soft surfaces, able to minimize the friction with air.

“Air has always been in the Pininfarina DNA among the three generations: from the shapes of innovative cars, result of the intuitive aerodynamics of the Thirties and Fifties, to the realization of the first wind tunnel in scale 1:1 in Italy at the beginning of the Seventies, until the recent experiences matured by Pininfarina Extra in the civil aviation design both in the commercial and private sector” affirms **Paolo Pininfarina**, Chairman of Pininfarina Group. – *The Sky Rider Drone belongs to this line and owns all the features to win over the models collectors.”*

For more information: www.skyriderdrone.com

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