

The Pininfarina Fuoriserie bike joins the Design Museum's Cycle Revolution

On display in London at the new exhibition on contemporary cycling

Turin, November 6 2015 – **Pininfarina Fuoriserie Bike** enters the prestigious **London's Design Museum** thus definitively confirming its vocation to be a **design icon**. The tailor-made bike **designed by Pininfarina** and realized by **43 Milano** will be among the bikes on display at **Cycle Revolution**, the new exhibition exploring contemporary cycling.

Opening on 18 November and running through to 30 June 2016, the exhibition will showcase famous bikes, the latest cycling innovations, and the voices of celebrated cyclists. The **Pininfarina Fuoriserie bike - the world's most beautiful bike** according to *The Telegraph* - will be displayed in the section which looks at where cycling may lead us in the future.



*"Being included in the Design Museum's exhibition makes us proud - states Chairman **Paolo Pininfarina**. - Pininfarina Fuoriserie bike boasts an undeniable Pininfarina DNA. It blends our heritage with innovative solutions, it is elegant and exclusive but also highly functional. What is more, it's a Fuoriserie with an eco-friendly soul".*

With a name referring to high-performance exclusive cars, the **Pininfarina Fuoriserie** is being produced in a limited edition of **30 units** referring to the Thirties, in which Pininfarina was founded. Pininfarina has always had a natural vocation for custom-built cars. It was thanks to its exceptional capacity to interpret the clients' dreams, creating unique or limited series, that the fame of Carrozzeria Pinin Farina spread rapidly in Italy and abroad throughout the 1930s and 40s. Pininfarina took inspiration from those iconic tailor-made cars of the post war period to create this jewel on 2-wheels, perfect combination of the Pininfarina pure design and the 43 Milano experience and craftsmanship.

The result is an elegant and pure shape enriched by the combination of modern and classical materials. The frame is in fact made of tubes in chromed steel hand-made weld by skilled artisans and adorned by a walnut briar-root coating. References to the heritage are also detectable in the handlebars and in the seat, dressed with a The Bridge leather whose inspiration comes from the interlaced leather used in the interiors of the Lancia Astura Bocca of 1936, designed and built by Pininfarina in just 6 units.

Several are the innovations acting as counterpart to the tradition. The booster system Bike+, that optimizes the cyclist's energy through a miniaturized electric engine, allowing the rider to cover longer distances and to replace other means of transportation. The led lighting system based on a brand-new high performance lamp. The "connect the plug system" to recharge the mobile phones through the dynamo. The uniqueness of the bike is enhanced by custom-made bags realized by The Bridge and by the Pininfarina logo engraved on the brake knobs.

The Pininfarina Fuoriserie Bike is available from store.pininfarina.com

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DESIGN MUSEUM, SHAD THAMES, LONDON SE1 2YD

Open: 10.00 -17.45 daily. Last admission: 17.15

Admission prices, inclusive of donations:

Adult £13.00

Student/Unemployed £9.75

Child, 6-15 yrs £6.60

Child, under 6 yrs free

Public information T: 020 7940 8790 W: designmuseum.org

PININFARINA FUORISERIE BIKE TECHNICAL SHEET



- Chassis made of Deda DR ZERO steel tubes with microcast hand-welding. Integral chrome-plating
- A family of weldless tubes of 25CrMo4 steel tempered in oil at 880° C and recovered in a controlled atmosphere. The highly accurate tempering process (TR state) makes it possible to obtain tensile strengths of up to 1350 N/mm², with an extremely homogeneous crystal grain. All the shaping operations are followed by strain relaxation to minimise any residual tension.
- BLB Pista Vera lining (Chainset)
- Brake Caliper Campagnolo Veloce braking system
- German-made lighting system by Supernova based on the brand new E3 Pure 205 lumen high performance lamp, made entirely of aluminium, and the Infinity S hub dynamo
- H+Son SI 42 (rear) and TB14 (front) rims in the new G609 aluminium alloy weighing just 415 grams
- Panaracer Ribmo 28" tyres with Kevlar anti-puncture reinforcement
- Saddle covered with The Bridge braided leather, model BLB Mosquito
- Porteur handlebars covered with The Bridge braided leather
- Booster system based on miniaturised electric motor with Zehus proprietary technology, a spin-off of Milan Polytechnic
- Walnut veneer finish
- Brake levers engraved with chisel and small hammer
- Carl Stahl Nokon brake cables