

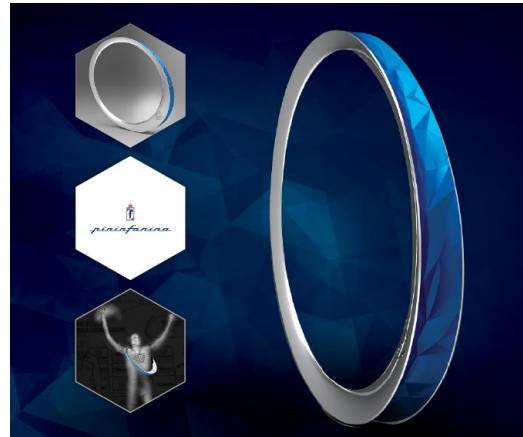


Pininfarina is the designer of the Trophy of the first Dubai Tour

From the Olympic Torch of Torino 2006 to the Juventus Stadium, sports icons are an unique Pininfarina trait

Turin, 15 January 2014 – **Pininfarina** returns to the field of **sports** with its usual passion and talent in conceiving memorable icons. According to the partnership agreement with the **Dubai Sports Council**, Pininfarina has designed the **Trophy** of the **Dubai Tour**. The inaugural edition of the cycling event, organized by the Dubai Sports Council in association with RCS Sport, will take place from **February 5th to 8th, 2014**.

“It’s an honor for Pininfarina to be a partner in the first edition of the Dubai Tour and to support a project which is destined to become the most prestigious cycling race of the Asian continent”, said Chairman **Paolo Pininfarina**. *“Our attention to sport made the collaboration with the Dubai Sports Council possible involving us in each and every stage of the project, from the design research to the 3D development of every detail of the Trophy through providing support during the manufacturing process. The Trophy reflects the principles of the Pininfarina style: research for the purity of lines and an aesthetical synthesis which, in the case of cars or household items, is a combination of beauty and practicality, form and technology”*.



The Pininfarina team, aware of the iconicity of the project, conferred to the Trophy a strong and distinctive character combining the purity and essentiality of lines with the richness and refinement of materials. The Trophy comes alive from a circle, the simplest and the most perfect form, under the pressure of the movement, resulting in a dynamic and elegant shape. Several are the references to the world of cycling: the Trophy can in fact be seen as a wheel of a racing bike, representing the tension of the competition and, at the same time, it was studied to be worn by the winner as homage to the cyclists of the past who used to bring the tube over the shoulder. The materials used have both an aesthetic and a symbolic role referring to the Dubai reality; the object takes shape from the extraordinary multi-faceted blue sand crystals, typical of the local desert, to be turned in a perfect and regular form thanks to the action of speed. The Trophy was designed to reward the passion and the total commitment necessary to stand out in cycling and to become an object of desire.

Designing sports icons is a typical Pininfarina trait. Pininfarina contributed to the success of Torino 2006 Winter Olympic and Paralympic Games designing and realizing the **Olympic Torch**. In particular, Pininfarina designed, engineered and manufactured 12,000 numbered units for the Olympic Games and 125 units for the Paralympic Games.

Another emblem of Torino 2006 Winter Olympic Games was born by the creativity of Pininfarina. Assembled and raised outside the Olympic Stadium, the highest **Cauldron** in the Olympic history (57 meters) was designed by Pininfarina. A true work of art, after the Games it became one of the new symbols of the city of Torino.

Still in 2006 Pininfarina penned the graphics of the **logo** of **Euritmica – Torino 2008**, the European Rhythmic Gymnastics Championship. The emblem combined the treble clef and a female figure with an erect, elegant and graceful stance.

One more sports icon designed by Pininfarina is the new **Juventus Stadium** inaugurated in 2011. The Pininfarina team was involved in designing all internal areas accessible by spectators and players: honour lounge, boxes, seats, benches, locker rooms, restaurants.



The Trophy comes after several designs by Pininfarina in the **cycling** world. In fact, Pininfarina has already developed different models of bikes and made aerodynamic research on the equipment of famous cycling champions such as Francesco Moser, who prepared in the Eighties the world hour record in the **Pininfarina Wind Tunnel** of Grugliasco (Torino).

At Pininfarina, the combination of technology and aesthetics has always been pursued with great passion. In the cycling and in many other sports, the air behaviour is a very important factor. Along the years many aerodynamic tests in the sport field have been carried out at Pininfarina: Simone Origone, world champion of speed skiing, is the world's fastest man also thanks to the Pininfarina Wind Tunnel. In fact, in the Pininfarina's Research Centre, Simone Origone developed the equipment with which in 2006 he brought back to Italy the world record of speed skiing.

In the Grugliasco Research Centre, the climber Reinhold Messner tested his high-altitude tent, the ski champion Isolde Kostner tested the suit she was wearing when she got on the podium for the first time, Daniela Ceccarelli prepared herself for the 2002 Winter Olympic Games of Salt Lake City (where she was awarded with the gold medal in the Supergiant), the French skier Antoine Dénériaz carried out aerodynamic tests on his suit Anzi Besson which he was wearing in the men's downhill at the 2006 Torino Winter Olympic Games then winning the Gold Medal. More tests have been done for the Formula 1 and for motorcycling. Also sports equipment designed by Pininfarina, as the golf clubs Mizuno and the ski boots Lange, have undergone tests in the Wind Tunnel.

In the past few years, the company's sporting commitment has shone through in the design of a monoski that can also be used by people with lower limb disabilities, exhibited on the occasion of the DesignAbility show, part of the Turin World Design Capital 2008 events. Together with Panatta Sport, Pininfarina also introduced a new line of functional cardio-fitness machines offering outstanding performance and a strong visual impact.



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Contacts: Francesco Fiordelisi, Head of Corporate and Product Communication, ph. 011.9438105/email f.fiordelisi@pininfarina.it