



Pininfarina in Geneva with a tribute to Sergio

World debut at the Motor Show for an innovative and exclusive concept car dedicated to Life Senator

Turin, February 5th 2013 – **Pininfarina** will attend the **2013 Geneva Motor Show** with a tribute to the man who headed the Company for 40 years and created cars which entered the legend, Life Senator **Sergio Pininfarina**, who passed away in July last year.

Universally recognized as the “Maestro” of Italian style, Sergio Pininfarina went through and signed with his creative genius the entire history of design, since the period of great coachbuilders to modern industry, often anticipating trends.



To celebrate his talent and his work, Pininfarina will present as a world premiere in Geneva a **concept car** which renews the spirit of the extraordinary achievements born from Sergio Pininfarina’s pencil, translating it into a **modern vision** in the name of **exclusivity, innovation** and **passion**.

The tribute to the man who was crowned by the international press “King of Design”, will be necessarily called **Sergio**.

To discover the **Sergio**, the appointment is for **March 5, 2013** at **1pm** on the **Pininfarina stand**.

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