



Pininfarina Design at Geneva 2014 with BMW and Ferrari

The California T designed by the Ferrari Style Centre in collaboration with Pininfarina makes its world debut at the Geneva Motor Show

On display for the first time at a Motor Show, the multiple award winner BMW Pininfarina Gran Lusso Coupé exemplifies Pininfarina's skills in the design and manufacture of exclusive cars for premium brands

Turin, 4 March 2014 – At the **Geneva Motor Show**, to take place from 6 to 16 March 2014, **Pininfarina** design will play a star role with two top-notch brands: **BMW** and **Ferrari**. On the Pininfarina stand, two cars will embody the company's unique skills in the **design** and manufacture of **exclusive cars**: the **BMW Pininfarina Gran Lusso Coupé**, on display for the first time at an International Motor Show, and the new **California T**, designed by the **Ferrari Style Centre** in collaboration with **Pininfarina**.

The new **California T** was born from the collaboration that more than any other has characterised the history of Pininfarina: its long-established collaboration with **Ferrari**. The latest model styled for the Prancing Horse company is a combination of sportiness, elegance and technology. The T in its moniker refers to the development of a new 8-cylinder turbo engine that combines reduced emissions and fuel consumption with exceptional performance. The California T has an exciting new personality yet retains the dimensions of the previous California. Its sleek proportions were penned by the **Ferrari Style Centre** in collaboration with **Pininfarina**, and are very much in line with the Ferrari front-engined ethos.

On its stand in Geneva, **Pininfarina** flanks the new Ferrari with the **BMW Pininfarina Gran Lusso Coupé** born of a joint project with **BMW**. This one-off model represents the exclusive interpretation of a luxurious BMW Coupé as seen through the eyes of Pininfarina. Working in close consultation, the two design teams have created a new automotive persona brimming with character and ready to join the high-end luxury class – typically BMW while sporting the distinctive signature of Pininfarina. The success of the Gran Lusso is attested by the design awards received since its debut: the **GOOD DESIGN™ Award 2013** from the *Chicago Athenaeum Museum of Architecture and Design* and a **Special Mention** in the Transportation and Public Space Class within the framework of the **German Design Awards 2014**.

*“The models on display in Geneva this year – points out Chairman **Paolo Pininfarina** – showcase the role of Pininfarina as the standard bearer for the aesthetic values of Italian design in the world and strengthen the brand, the company's true distinctive character. This further realization on the Ferrari brand writes a new chapter in a history that has generated the finest cars of all times through an evolution that started over 60 years ago and shows no sign of waning. The Gran Lusso confirms our mission not only as global designers, but also as makers of exclusive high-quality cars.”*

The strategy pursued by Pininfarina in recent years has led to stronger ties with the styling centres of **premium brands**, as borne out by the Gran Lusso created with BMW and the acquisition of new customers from among the world's top 10 car manufacturers. Growth in the engineering sector has been achieved mostly in Germany and Asia, in particular in Japan and India. On the Italian market, important projects underway in collaboration with Ferrari and its Style Centre are evidence of the strong, long-lasting ties between the two companies. Besides **design**, Pininfarina provides allround support to automotive companies by engaging in a variety of activities: **engineering, product development, testing, prototype construction**.

The enhancement of brand values and company skills has always been part of the history of Pininfarina in its most traditional aspects, but in recent years this goal has been pursued in a more consistent manner, through the design and construction of **very small runs** and **unique cars** for “special” customers: the so-called **Fuoriserie** (custom-built) vehicles that embody the unmatched handicraft skills acquired during 84 years of experience. In this connection, besides the Gran Lusso, we should mention the **Sergio**, a model which is being developed by combining exclusive design and the use of a standard car as a basis, and will be produced in a limited series of just a few units.



*“A growing demand for exclusive cars and limited series is emerging – explains CEO **Silvio Pietro Angori**. – So, Pininfarina intends to explore this opportunity offered by the market. It’s a job that is so noble and so peculiar to the Turin area. It is a return to our origins, to a niche that is fully keeping with our vision, our history. Thanks to its roots and know-how, Pininfarina can rightly conceive, develop and manufacture one-off models and small series. The first limited edition project will be the Ferrari Sergio. While new opportunities with premium carmakers are undergoing study for the production of very limited series of maximum 6/8 units”.*

Contributing to an ever greater extent to the enhancement of the Pininfarina brand is **Pininfarina Extra**, the company branch working on major **interior design** and **architectural** projects for international customers in the North and South America and Asian markets. The Ferra luxury condo in Singapore designed by Pininfarina for Far East Organization received the *Object of Desire Award* within the framework of the 2013 edition of the People’s Choice Awards. Pininfarina was responsible for the entire project, from the overall architecture to the interior design of Ferra, a 104-unit, 335-foot high condominium, which resulted in the creation of a new architectural language. This was a new achievement in the wake of various projects completed successfully in the U.S. (the 1100 Millecento luxury condos in Miami and the Beachwalk luxury properties in Hallandale Beach, Florida), in Argentina (two boating complexes: Tifon Baigorria in Rosario and Tifon Tigre in Buenos Aires), and in Italy (the Juventus Stadium in Turin, recipient of the “Stadium Innovation Award”, and the Family Chapel in Riardo).

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Contacts:

Pininfarina:

Francesco Fiordelisi, Corporate and Product Communication Manager, tel. 011.9438105/335.7262530 e-mail f.fiordelisi@pininfarina.it

PININFARINA – *With its history dating back to 1930, Pininfarina has evolved from a handicraft concern to an international group that is a worthy global partner to the automotive industry. Listed on the Stock Exchange since 1986, today the company focuses on design and engineering services, while it keeps playing a key role as a design centre with unique skills. Equally important is the work underway in the field of sustainable mobility and the efforts devoted to enhancing the value of the brand. The company has offices in Italy, Germany, China and the U.S. Its automotive customers include prestigious brands such as Ferrari, BMW, Alfa Romeo, Toyota, Mahindra, Chery. In 1986 it established Pininfarina Extra, a Group member company specialising in product and interior design, architecture, boat and aircraft design, with about 500 projects successfully completed. Among the countless design awards received by Pininfarina, let us just mention the latest: 2012 Interior Design Award of the Year and ADI Design Index 2013 Innovation Award for the Cambiano, Best Design Study 2013 for the Sergio, Red Dot Design Award 2013 for the interior trim of the Sukhoi Superjet 100, GOOD DESIGN™ Award 2013 and German Design Award 2014 for the BMW Pininfarina Gran Lusso Coupè, the Object of Desire 2013 Award for the Ferra luxury condominium in Singapore.*