

Diavelo and Pininfarina among the winners of the iF Design Award 2017

E-voluzione, the first Pininfarina electric bike project, filled up with prizes

Turin, February 7, 2017 – **Pininfarina** and **Diavelo** won this year's **iF Design Award**, one of the most important design prizes in the world. After the success of the German Design and the Eurobike Awards, the innovative Pininfarina **E-voluzione** has been recognized by the Germany's oldest independent design organization in the discipline Electric bicycles in the **Sport and outdoor category**.



Pininfarina E-voluzione is a leading-edge project able to make a real evolution, innovating in design, technology and performance. The first Pininfarina electric bike won over the 58-member jury, made up of independent experts from all over the world with its **holistic and integrated design approach**. E-voluzione combines the long Pininfarina heritage in designing sporty cars and the vocation to research eco-friendly solutions with Diavelo, a member of the Accell Group holding a state-of-the-art technology in the bicycle sector.

Thanks to its high level of integration of all components – the battery, the mid-engine, the handlebar and stem, the cockpit, all the cables and the lighting system – this bike allows a **better weight distribution** and **balance**. The use of carbon in the frame and in the parts (bar, seat post, wheels) makes the bike **super light** compared with the competitors on the market (**only 16kg**). The advantage of lightness is a bike more maneuverable, which ensures a **comfortable and performing riding experience**.

“When sportiness meets eco-friendly solutions the outcome is something amazing” affirms **Paolo Pininfarina**, Chairman of the Group. *“The iF Design Award confirms once more the value of this partnership. We are now working on the second result of our collaboration.”*

“The Pininfarina E-voluzione model is a trendsetter and a new benchmark in the electric bicycle industry” says **Brian Hoehl**, Director of Diavelo and member of the design team. *“We have aimed for a holistic design. Integration is the keyword. The motor and the battery blend very nicely together with the frame so it all appears to be one unit. This give a very sporty and appealing look.”*



About Diavelo

Diavelo was founded in Netherlands in 2007, when the e-bike industry was very young and almost no brands were present in this category. According to the philosophy of the Danish founder and designer Brian Hoehl, electric bikes should be inviting in their appearance and easy to use, and they should be for everyone. The battery must be an integrated part of the bicycle, but also be easy to take off when it comes to charging. Today Diavelo is a member of Accell Group.

About Pininfarina

Pininfarina is a 360° design house of international repute and a symbol of Italian style in the world. Pininfarina has designed in the fields of transportation, electronics, sporting goods, furniture/home equipment, machinery, consumer products, graphic design and packaging, architecture and interiors. For over 86 years Pininfarina has partnered with the most prestigious firms and brands transferring the values of elegance, purity and innovation that have historically characterized the Pininfarina identity and unmistakable line resulting in icons of timeless beauty. Pininfarina Extra has its headquarters in Italy and offices in Miami, Pininfarina of America, dedicated to the American market.

About the iF DESIGN AWARD

Since over 60 years, the iF DESIGN AWARD has been recognized as an arbiter of quality for exceptional design. The iF label is renowned worldwide for outstanding design services, and the iF DESIGN AWARD is one of the most important design prizes in the world. Submissions are awarded in the following disciplines: Product, Packaging, Communication and Service Design, Architecture and Interior Architecture as well as Professional Concepts. All awarded entries are featured on the iF WORLD DESIGN GUIDE, in the iF design app and are displayed at the iF design exhibition Hamburg.

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