

The iconic design of Pininfarina wins the Pebble Beach Concours d'Elegance

Lancia Astura Pinin Farina Cabriolet awarded Best of Show

Turin, August 21, 2016 - The timeless beauty of **Pininfarina design** wins the 2016 edition of the prestigious Pebble Beach Concours d'Elegance. The **Best of Show award** went in fact to the **Lancia Astura Pinin Farina Cabriolet** of 1936.



"We are very proud of this further recognition, which confirms the value of Pininfarina design - says the CEO of Pininfarina, **Silvio Pietro Angori**. - Our constant commitment today is to design cars that could become the new classics of tomorrow. In the epocal change that the automotive world is going through, our customers and the most passionate collectors will continue to find uniqueness and distinction in our creations, which will increase their value over time".

"The Astura awarded at Pebble Beach - adds the Chief Creative Officer **Fabio Filippini** - is the expression of a beauty that lasts thanks to the purity of form, harmony of proportions, elements that transform our creations into icons that can also be appreciated after decades".

The Pininfarina design has won further awards including the one of the Quail style competition, another prestigious event of Monterey Car Week, which gathered more than 250 classic cars. The **Best of Show** award, in fact, went to a masterpiece by Pinin Farina of 1953, the **Ferrari 375 MM Spider**.

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