



## Two world premieres for Pininfarina at Geneva 2017

- *Debut of the Fittipaldi EF7 Vision Gran Turismo by Pininfarina, a racing supercar built for F1 Champion Emerson Fittipaldi*
- *With the Hybrid Kinetic Group debut of the H600, eco-sustainable luxury sedan concept*

Turin, 7 March 2017 - **Pininfarina** is present at the **Geneva Motor Show 2017** with multiple novelties. Starting with the **two new concept cars** unveiled today on its stand, symbol of the two souls of the legendary Italian design house: on the one hand, the tradition of the great Pininfarina specials, one-offs done for special clients, on the other the ability to combine stylistic research with environmental sustainability. World premiere then for the **Fittipaldi EF7 Vision Gran Turismo by Pininfarina**, a racing supercar built for the world F1 champion **Emerson Fittipaldi**, and for the **H600**, a eco-friendly luxury sedan concept designed for the **Hybrid Kinetic Group**.

The EF7 originates from Emerson Fittipaldi's new challenge, to realise the project of a life-time: his very own personal dream car, created around his skills as a multiple world champion. The result is an **ultra-high-performance racing car** designed for the gentleman driver and destined for production in a limited series, created by a **team** of top quality representatives of the racing and design worlds. On the one hand **Pininfarina**, for 87 years a guarantee of the styling, aerodynamic performance and passion of Italian design, and on the other **HWA**, the German specialists in technology and racing. A jewel of style and technology under the banner of sportiness, performance and pure driving fun.

"Working with Emerson to create the EF7 was a profound experience. From our shared passion for cars emerged the idea of an extraordinary model embodying the essence of Pininfarina's style and innovation, Emerson's long experience and HWA's technological abilities. A dream team that proved able to convert the dream into a car ready to be driven on the track," explains Chairman **Paolo Pininfarina**.

Thanks to the collaboration with **Polyphony Digital**, the EF7 will also be available in the **Gran Turismo** series, the **Sony PlayStation** racing franchise.

With the **H600**, however, Pininfarina is proposing an elegant, refined and comfortable **eco-sustainable luxury sedan**, a perfect combination of pure design and environment-conscious technology. The car, developed and manufactured for **Hybrid Kinetic Group**, fits a hybrid drive system with turbine range extender.

"Pininfarina", comments CEO **Silvio Pietro Angori**, "has always had sustainable mobility in its DNA. With the H600 it responds once again to the need for zero emissions, felt more than anywhere in Hybrid Kinetic Group's home market, China. From the viewpoint of a sound, long-term relationship, the H600 also fits consistently with the vision of a future range of cars that Pininfarina is developing for the Hybrid Kinetic Group."

The unveiling of the H600 comes one week after the announcement of the signing of a trade **agreement** between Pininfarina and **Hybrid Kinetic Group Limited**, a company listed on the Hong Kong Stock Exchange and specialized in the business of electric cars. According to the agreement, Pininfarina will support Hybrid Kinetic in the turnkey development of an electric car from the styling concept and development of the vehicle to the engineering development and virtual and physical validation for series production. The collaboration agreement, worth about 65 Million €, will have a total duration of 46 months.



"Hybrid Kinetic - adds Angori - has chosen to cooperate with the Pininfarina Group thanks to the set of skills and technologies in the field of sustainable mobility that we have developed over several years. This agreement confirms the primacy of our Company in the world of automotive design, engineering and production of small series at a time of great change in the automotive world".

The Geneva 2017 Show also sees the world premiere of the **Scilla**, the full scale concept car resulting from the thesis project that the historic Master Course in Transportation Design of the **European Institute of Design** has developed with **Pininfarina** and the magazine **Quattroruote**.

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