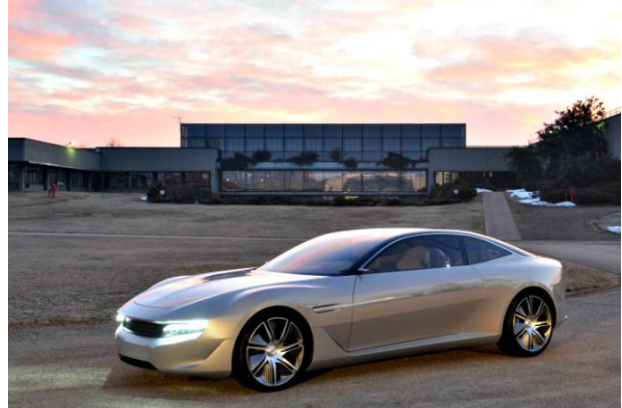


Cambiano wins the Award for Innovation ADI Design Index 2013

Pininfarina's concept car, already selected for the ADI Design Index 2013, will be part of the exhibition "Design / Opera" at the Milan Triennale

Torino, 1st October 2013 – The **Cambiano** by **Pininfarina** has been awarded the prestigious **Award for Innovation ADI Design Index 2013**, "for the particular innovative quality of the product." This recognition comes together with the inclusion of the concept car in the ADI Design Index 2013, the third volume of the three-year cycle that collects the pre-selected projects for the next **Compasso d'Oro ADI Award**.

The prize will be withdrawn today in Milan by Chairman **Paolo Pininfarina** on the occasion of the presentation of the **ADI Design Index 2013** and the opening at the Triennale of the related exhibition, "**Design / Opera**", where the **Cambiano** will be displayed from 1st October to 3rd November 2013 together with all other products selected for the ADI Design Index 2013 by the Permanent Observatory of Design ADI.



"We are very proud to be awarded a concept which epitomizes Pininfarina's new business profile, embodying the Company's expertise in the field of styling, design and research in the field of sustainable mobility - explains **Paolo Pininfarina**. – The name Cambiano has been selected as a tribute to the town where the Group is headquartered because last year marked a double anniversary: the 30 years of the Styling Centre, set up at Cambiano in 1982 on the initiative of my father, and the 10 years of the Engineering Centre, inaugurated by my brother Andrea in 2002 with the aim of adding third party engineering services to styling and development/niche production activities".

ADI presents each year the Award for Innovation to three products, chosen from those already selected and published on the ADI Design Index, which have distinguished themselves for Innovation, and it is part of the program of the "The National Award for Innovation - Prize of Prizes" in which the President of the Republic rewards different sectors of the Italian production. The three ADI Prizes have the value of determining the winners for the field of design, for the subsequent delivery of the National Award that is held each year in June, on the day of Innovation.

A luxury sports saloon with plug-in extended range electric powertrain, the **Cambiano** debuted at 2012 Geneva Motor Show, where it was elected **most beautiful concept car of the exhibition**. The Cambiano has also been honoured with the prestigious **Interior Design of the Year Award** assigned within the Automotive Interiors Expo 2012 Awards.

High resolution photos of the **Cambiano** are available for download in the Press Area of the Pininfarina site:

www.pininfarina.com/en/news/press_releases/archive_120229

You can also follow Pininfarina on Facebook and Youtube:

www.facebook.com/PininfarinaSpA

www.youtube.com/pininfarinaofficial

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