

## The Sergio at the Concorso d'Eleganza Villa d'Este 2013

*Turin, May 24 2013* – The **Sergio concept car by Pininfarina** will star at 2013 edition of the **Concorso d'Eleganza Villa d'Este** on May 25 and 26.

Two-seater barchetta on Ferrari 458 Spider mechanicals, the Sergio debuted in Geneva, where it was elected the most beautiful concept car of the Motor Show by readers of Omniauto.it. In Cernobbio the concept car created to celebrate the Life Senator Sergio Pininfarina will be displayed among the Concept Cars & Prototypes.

Its exclusivity and development on the basis of a production car sets the Sergio in the tradition of the great Pininfarina custom-made cars specifically designed for "special" clients. It is therefore a real car that can easily be produced in limited series of a few units.



**Sergio's Press Kit** (high resolution pictures and press release) are available for download in the Press area of the Pininfarina website:

[http://www.pininfarina.it/it/news/comunicati\\_stampa/archivio/archivio.htm](http://www.pininfarina.it/it/news/comunicati_stampa/archivio/archivio.htm)

Follow Pininfarina on Facebook and Youtube:

[www.facebook.com/PininfarinaSpA](http://www.facebook.com/PininfarinaSpA)

[www.youtube.com/pininfarinaofficial](http://www.youtube.com/pininfarinaofficial)

**Contacts:**

Francesco Fiordelisi, Head of Communications, ph. +39 011.9438105/335.7262530 e-mail [f.fiordelisi@pininfarina.it](mailto:f.fiordelisi@pininfarina.it)