



PININFARINA, THE NEW 90TH ANNIVERSARY LOGO

At the Pebble Beach Concours d'Elegance 2020, the masterpieces created by the genius of Pininfarina will compete in three special classes

Turin, 12 December 2019 – The year **2020** will be special for **Pininfarina**. Set up as a small artisan “carrozzeria” and today a **global group, the ultimate expression of design and automotive engineering** and an established reality in **architecture**, the company founded by Battista “Pinin” Farina will this year reach its **90th anniversary**. A **new logo** has been created for the occasion to accompany the celebrations throughout the year.

Purity and elegance, values that have historically characterised Pininfarina’s identity, underlie the 90th anniversary logo. The distinctive signs of the brand remain intact: on the one hand, the traditional coat of arms with the “f” surmounted by the crown, which

has been the unmistakable trademark and soul of the company since the 1930s, albeit with some graphic tweaks over the decades. On the other hand, the tilted inscription “pininfarina”, born in 1961 when, by presidential decree, the nickname of the founder “Pinin” was merged with the surname “Farina”, giving rise to a new surname and, consequently, to a new name for the Company.

New in the logo for 2020 is the graphic sign next to the logo “pininfarina”, consisting of the number “90” and a clean, sharp line that follows the same trend as the font. The colours remain those that have always identified the brand: blue, white and red. ▶



“Our logo tells the world the story of a family and a company”, explains **Chairman Paolo**, one of the third generation of Pininfarinas. “This revisitation, designed specifically for the anniversary, also indicates a sense of direction: the line on which the number 90 rests rises from bottom to top as if directed at the future. Because, on the back of such an important past, that’s where we’re headed: towards new goals, new projects, new challenges”.

The 90th anniversary celebrations will be scattered throughout 2020 and will involve **Italy**, with events in **Milan** and **Turin**, **Geneva** and the unmissable Motor Show, **China**, the market the Company has been operating in since 1996 and with a physical presence

in the form of Pininfarina Shanghai, and the **United States** with two different moments: in August at the **Concours d’Elegance Pebble Beach**, with the establishment of **three special classes** in which collectors will be able to enter the Pininfarina masterpieces of which they are the proud owners, and in December in **Miami**, where Pininfarina of America is based, with an event during the design week.

The official social channels where Pininfarina is present - Facebook, Instagram, Twitter and LinkedIn - will recount the moments and characters that have marked the history of the company and will update thousands of followers on every moment of the celebrations with the hashtag **#pininfarina90**. ▲

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