



PININFARINA'S DESIGN FOR SUSTAINABLE MOBILITY AT CES 2022 IN LAS VEGAS

- The new projects developed in cooperation with different clients confirm Pininfarina's strong commitment to designing cars and experiences for the green mobility.
- TOGG unveils its global brand and also reveals its transition concept smart device designed in collaboration with Pininfarina.

Turin, January 5 2022 – From futuristic vision concept cars and experiences to cars ready for series production: at the **2022 Consumer Electronics Show (CES)**, Pininfarina offers a look at **tomorrow's mobility**.

CES is the world's most important specialized fair for consumer electronics and will take place from January 5 to 8, 2022, in Las Vegas. **Pininfarina** has

the opportunity to present its strong commitment into **exterior, interior and UX design** related to **sustainable mobility** through strategic partnerships such as the one with Turkey's global mobility brand **TOGG**, which unveils its global brand at CES 2022 and also reveals its **transition concept smart device** to be welcomed by the consumer electronics audience and the general public.

The smart device, which was designed under the direction of TOGG Design Team led by Murat Günak **in collaboration with Pininfarina as a strategic partner**, is a dynamic and innovative fastback that maintains TOGG's DNA stylistic features. The styling concept for the smart device is based on a line that runs from the top to the side of the vehicle, beginning with the muscular rear design and headlights, which are already ▶





present in the upcoming model C-SUV 2023, which was previewed in Turkey on December 27, 2019. The illuminated TOGG logo on the hood, a design feature exclusive to this model, represents the unification of East and West. While the car's windshield was nearly redesigned to be compatible with the innate electric architecture, the wheels retain the formal features of the TOGG DNA's multi-spoke rims.

In terms of **interior design**, the **user experience** has also been elevated. TOGG Design Team and **Pininfarina** not only excel at exterior design, but also at interior design and passenger cabin experience. Actually, for the unveiling of its innovative approach to mobility, what TOGG is presenting is not just a vehicle but a whole set

of products & services, an entire mobility ecosystem to support a broad range of mobility solutions which is called USECASE Mobility®.

Interiors show a steering wheel recreated with a sporty and elegant design, despite the car's interior taking a similar approach to SUV design. There are four single seats with integrated seat belts in the interior, and the doors open like a book thanks to a design that eliminates the central pillar. The car is a metallic gray with violet and indigo accents. The front seats are made of light-colored leather, while the back seats are made of dark-colored leather. On the other hand, the turquoise color preference on seat belts draws attention in order to emphasize not only the electrification but also the brand DNA. ▲

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