



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.
- Global smart EV firm VinFast presents Pininfarina-designed VF e35 and VF e36 and two simulators developed by Pininfarina's UX design team.

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 new projects such as the ones developed with long-lasting partner **VinFast**, which reveals its electric vehicle lineup and technologies at CES 2022.

VinFast will showcase its full EV line-up comprised of five models entering A-B-C-D-E segments, including two newest aspirational EV models, **VF e35 and VF e36, designed by Pininfarina** and recently released at the LA Auto Show. This represents the next step in VinFast's Future of Mobility journey of driving the movement of the global smart EV revolution. VinFast's design team and the **world-renowned design studio, Pininfarina**, utilize a modern design language that ▶





combines graceful curves and strong, bold trims while harmonizing with sharp, crisp lines in an impressive, eye-catching style. These alluring combinations create the “Dynamic Balance” design, giving power and forward motion to the design. In addition, the interiors are created with an eye for convenience, luxury, and seamless driving experiences.

At CES 2022, **VinFast** will showcase several smart features developed by VinFast engineers and leading brands in the vehicle-technology industry, including **two simulators** developed by **Pininfarina’s UX design team**, to allow CES visitors to see and experience the interior design and the technologies on board of the e35 and e36 and to appreciate the high coherence between exteriors and interiors. The visitor, seated comfortably inside the simulator, can appreciate the real driving experience thanks to the Head Up Display (HUD)

technology, capable of projecting on the windscreen the information relating to driving. The experience takes place with the aid of three large screens, positioned in front of the simulator, which reproduce diversified and enchanting driving paths, enriched by the projection of information relating to driving such as Lane Assist, Collision Warning, Driver Monitoring.

VinFast is creating the best integration of complete communication for its range of vehicles, thus expanding the “drivers’ human-machine experiences”. The information display with which the driver accesses navigation, entertainment and communication information is placed at the center of the IP, all within a 15.6-inch touch screen. With the help of this prototype demo, the users, on board the simulator, can interact with the touch screen, navigate and then immerse themselves in a comprehensive driving experience.▲



ABOUT VINFAST & VINGROUP

VinFast - a member of Vingroup - envisioned to drive the movement of global smart electric vehicle revolution. Established in 2017, VinFast owns a state-of-the-art automotive manufacturing complex with globally leading scalability that boasts up to 90% automation in Hai Phong, Vietnam. VinFast has announced three electric car models, exceptional battery leasing policies, and industry-leading 10-year warranties. In July 2021, VinFast started expanding to the North American and European

markets. Two of its smart electric SUV models - VF e35 and VF e36, are expected to be available for pre-orders globally in the first half of 2022. Find out more at:

<https://VinFastauto.com>

Established in 1993, Vingroup is one of the leading private conglomerates in the region, with a total capitalization of 35 billion USD from three publicly traded companies (as of November 4, 2021). Vingroup currently focuses on three main areas: Technology, Industry, and Services. Find out more at: <https://www.vingroup.net/en>.

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