

Eysing

## PININFARINA DESIGNS A BESPOKE E-MOPED FOR EYSING

Eysing Pioneer gets a successor with Italian character and power

Vught, November 17, 2022 – The world-famous Italian design house Pininfarina, designer of some of the most iconic cars ever, has designed a **bespoke electric moped for the Dutch manufacturer Eysing**. Eysing is inspired by the illustrious Eysink, the oldest manufacturer of Dutch cars and motorcycles, which started in 1886 in Amersfoort.

In Vught in Brabant, childhood friends Alain van Dijk, Rik Smits Stijn Smit and Jasper Smit successfully revived the ancient design presenting in 2017 Pioneer, a retro design e-moped. As a second chapter, **Pininfarina and Eysing signed a partnership for the development of e-mobility 'with a rich past'**. A vision of electric mobility that looks to the future but that recognizes and emphasizes the value of the driving experience of the iconic Eysink.

### EXCLUSIVE CHARACTER

The company from Vught already made a name for

itself with the design of an **e-moped with a retro look**, a tribute to the pre-war motorcycle. The new project Eysing designed by Pininfarina, which stands out for its Italian style and Dutch production motor, is the result of the close collaboration between Pininfarina and Eysing. The two companies' passion for historical heritage, timeless style and innovation define the new Eysing, which will succeed Pioneer. A collaboration between Pininfarina and Eysing, born from the convergence of common values and the desire to create a very exclusive product that differs in its line and care for details.

"We have been working on electric mobility for some time and are constantly looking for parties with whom we can work together. Eysing has many similarities with us. It is a brand that has a passion for heritage, an exclusive character and values products" says **Fabio Calorio, Pininfarina's Head of UX and ID Sales and Global Brand Extension.** ▶



The collaboration between the e-moped manufacturer from Vught and the Italian design house came about through scouting.

### WISH COME TRUE

“We are proud to welcome Eysing as a member of the Pininfarina family”, said **Kevin Rice, CCO of Pininfarina**. In his view, the passion and vision of the Dutch manufacturer was decisive for the collaboration. “With the Pioneer, they have made history. We will continue that path with our design by connecting the past and the future, appealing to the imagination in the same way as Eysing did with its first design.”

With the collaboration between the Dutch e-moped producer and the design house from Turin, a wish of the four friends comes true. “At first we didn’t want to believe it”, says **Jasper Smit, head of marketing at Eysing**. “It is very special that we are developing the successor to our first e-moped with Pininfarina. In terms of design, they are at the top level. We are therefore extremely proud of the collaboration.”

### LOVE FOR HISTORY

Both companies share a background and love for history. For example, an engine from the first Dutch automobile and motorcycle manufacturer Eysink served as inspiration for the Eysing Pioneer, a retro e-moped that is being built in Vught. The traditional Dutch design, dating back to 1886, was revived in 2017 by the four friends. Now Eysing is getting an international boost through the collaboration with the Italian designhouse. In its history, Pininfarina has designed various models of international car brands such as Ferrari, Maserati, Alfa Romeo, Lancia and Fiat. A passion that is now reflected in the exclusive and timeless design of Eysing designed by Pininfarina.

The ‘Eysing designed by Pininfarina’ will be revealed on Thursday **8 December** at 12:00 pm at the **Masters Expo business fair in the RAI Amsterdam exhibition building**. From that moment on, it is possible to purchase a production slot online. Next year, the application for type approval will be submitted to the RDW, which is responsible for the registration of vehicles in the Netherlands. The first models are expected to be delivered in early 2024. ▲

## ABOUT EYSING

E-moped producer Eysing started in 2017 with the design of the Eysing Pioneer, an innovative e-moped with a retro look. Founders Alain van Dijk (27), Rik Smits (28), Stijn Smit (23) and Jasper Smit (27) share the

same love for automotive. The characteristics of a pre-war motorcycle of the Dutch automobile and motorcycle manufacturer Eysink from Amersfoort served as a source of inspiration for the first model of the modern Eysing.

### NOTE FOR EDITORS, NOT FOR PUBLICATION

For more information and to request interviews with the initiators, please contact Koolhoven & Partners: [eyasing@koolhovenpartners.nl](mailto:eyasing@koolhovenpartners.nl) or **085-4017175**.

### Francesco Fiordelisi

HEAD OF COMMUNICATIONS, PININFARINA S.p.A.

e-mail: [f.fiordelisi@pininfarina.it](mailto:f.fiordelisi@pininfarina.it)  
tel. 011.9438105



[WWW.PININFARINA.COM](http://WWW.PININFARINA.COM)