

THE ARGENTO E-BIKE BY PININFARINA DEBUTS AT THE ELECTRIC DAYS

“#DesigningTheFuture” exhibition at the EUR Lake chalet,
Pininfarina design for sustainable mobility and lifestyle. 5-6-7 May 2023

Turin, 26 April 2023 – Pininfarina will be one of the protagonists of the **Electric Days 2023**, which will be back on **5, 6 and 7 May at the Eur Lake in Rome**. Dedicated to mobility and its energy transition, the event will see the world preview of a new sustainable micro-mobility project developed in collaboration with partner **Platum for the Argento e-Mobility brand**: this is the **e-Motion 300**, the first of a line-up of Pininfarina e-bikes that will be launched during 2023 and 2024.

The new Pininfarina-designed electric bike will be front and centre of the exhibition “#DesigningTheFuture - Pininfarina design for sustainable mobility and lifestyle”, being staged at the lake chalet during the three days of

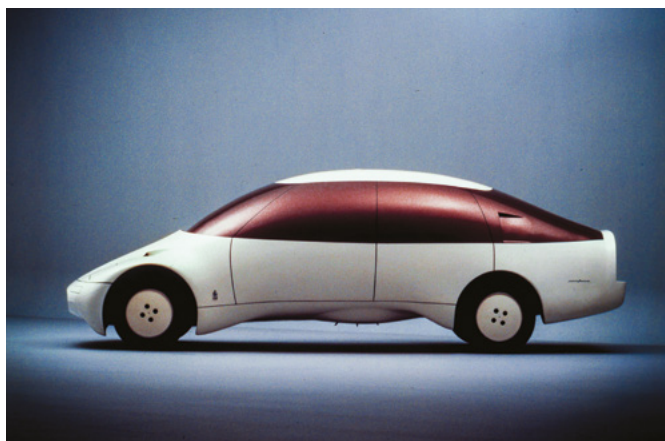
the Electric Days event (www.electricdays.it). Through a selection of research prototypes, micro-mobility projects and exclusive vehicles, Pininfarina thus brings its design approach to the event promoted by Motor1.com and InsideEVs.it which, in a combination of style and function, starts with zero-emission vehicles on two and four wheels, and reaches out to imagining an entire sustainable ecosystem in which man will live and move.

Opening the display will be the customised **PF40 electric moped designed by Pininfarina** for Dutch manufacturer **Eysing**. A vision of mobility that looks to the future but recognises and underlines the value of the riding experience of the iconic Eysing. ▶



The exhibition will then extend into **four thematic areas** which have in common Pininfarina's innate ability to give shape to the technologies that, over the years, have marked advances in mobility. **The first area** will be dedicated to **research**. With its concept cars and prototypes, Pininfarina has shown the world intriguing formal and technical ideas that respect the environment and resources, while still being design-oriented. As early as the 1930s, Founder Pinin Farina turned his attention to experimenting with aerodynamics with the aim of improving performance and reducing consumption: thus the **Lancia Aprilia Aerodinamica** was born in 1936. In the 1970s Pininfarina returned to the theme with prototypes like the **CNR Energetica 1**, an Ideal Aerodynamic Form and winner of the Compasso d'Oro award. The study of alternative energy sources led, in 1978, to the presentation of the first electric car developed by Pininfarina, the **Ecos**. In the Nineties, Pininfarina turned its attention to research into hybrid vehicles with the **Etabeta** and **Metrocubo** projects. In 2008, a futuristic concept powered by four fuel cells (one per wheel) was proposed in the **Sintesi**. In the same year, Pininfarina presented the **Bluecar** in Paris with the Bolloré Group, the first concept of an electric city car designed for car sharing.

The exhibition itinerary will continue with **sustainable micro-mobility projects** designed to form part



of everyday life and make it better by facilitating movement in the city with agile, elegant and, above all, environmentally-friendly vehicles. Alongside the new **e-Motion 300** will be another item from the family of urban mobility products designed in collaboration with Platum (<https://www.platum.com>), the urban electric mobility brand of MT Distribution, a Motor Valley company and already a leader in last-mile e-mobility solutions. For Platum, Pininfarina has designed the **KPF Argento by Pininfarina** electric scooter, a concentrate of technology, ergonomics and design with high quality components that guarantee the utmost user comfort.



In the third area of the exhibition, Pininfarina's sustainable spirit will combine with another historically familiar theme, that of **sportiness and performance**: these are represented by the **H2 Speed** hydrogen track car concept, the **Battista** electric hypercar designed for sister company Automobili Pininfarina and the **Apricale** hydrogen hypercar born out of the collaboration with British start-up Viritech. The display will ideally recreate a corner of the style centre where these creations are conceived and the common denominator will be Pininfarina's ability to combine beauty and innovation. ▶



The mission to 'dress the future' will not stop at mobility but will necessarily extend to the environment that will be our habitat in the years to come. This is why the exhibition will conclude with the design of a **sustainable ecosystem**, the master plan of a new city, **Blue Loop**, which will be built in the Yangtze River Delta area, not far from Shanghai. This concept of the city of the future will feature new-generation electric vehicles such as the two-wheeler concept developed for **Vmoto**, the electric

and autonomous **Holon people mover**, driverless logistics vehicles (a project with French partner **Gaussin**), and new models of alternative drive cars, such as the **Namx HUV** powered by hydrogen by way of a revolutionary system of removable and easily replaceable capsules through handy infrastructure scattered around the city. A city where the electrically powered yacht **Oceanco Kairos** could be docked in the harbour. ▲

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