



Life Senator Sergio Pininfarina will present at the Senate the book about Pininfarina's history

Rome, November 23 2005, 6 pm, "Sala Capitolare" of the "Chiostro del Convento di S. Maria sopra Minerva", piazza della Minerva, 3

Turin, november 22, 2005 - Tomorrow November 23 at 6 pm, at the "Sala Capitolare" of the "Chiostro del Convento di S. Maria sopra Minerva", in Rome, Life Senator Sergio Pininfarina will present the book entitled Pininfarina 1930-2005. History of a world-famous Italian industry, edited by Valerio Castronovo and published by Laterza.9

Written with great enthusiasm and competence, this book covers the 75-year history of Pininfarina, a company founded in 1930 by "Pinin" Farina and famous today as "one of the most outstanding names representing Italian-made products in the car design field, thanks to a masterly blend of design and engineering skills, and incorporating advanced styling and innovative technical solutions".

Starting from the book, the coordinator of the event, Corriere della Sera's correspondent Aldo Cazzullo, will lead a discussion involving, besides Sergio and Andrea Pininfarina, Director of McKinsey, Roger Abravanel, and Monthly Automotive's Editor-in-Chief, Claudio Nobis. Two key-themes will be discussed: Pininfarina as successful case history and Pininfarina's history linked to the one of Italian car industry.