

Pininfarina's Birdcage 75th is the "Best Concept"

Turin, march 2, 2005 - Pininfarina's Birdcage 75th prototype has been awarded "Best Concept" award among the Editors' Choice Awards at the Geneva Motor Show, where it made its world debut yesterday.

The prestigious award by the American magazine Autoweek raised the following citation: "Birdcage 75th is 100% passion. In this Pininfarina concept you can find the spirit of the Geneva Motor Show now the only annual international showcase for automotive designers and for the Turin district in particular, since the ending of the Turin Motor Show. Birdcage 75th is exactly what Americans expect from an independent design house such as Pininfarina, now considered a legend".

"I am delighted with this concept as it represents the best interpretation of the Maserati spirit, its heritage and its vision for the future" said Karl-Heinz Kalbfell, CEO Maserati.

Birdcage 75th is a tribute to the Maserati of the future. With this new creation, based on Maserati heritage and on its most advanced mechanicals, built in collaboration with Motorola, Pininfarina has revived the soul of the concept car shown in a full scale version embracing the vision of all three companies: exclusive design, sports DNA and technological innovation.