



## Pininfarina 1930-2005. History of a world-famous Italian Industry

### Pininfarina's 75-years history in a book

*Turin, may 6, 2005* - Within the context of the Turin Book Fair, at 6 p.m. today in the Yellow Room at Lingotto Fiere Marcello Sorgi will coordinate the presentation of a book entitled Pininfarina 1930-2005. History of a world-famous Italian industry, published by Editore Giuseppe Laterza. The book has been edited by Valerio Castronovo, with contributions from authors Bruno Bottiglieri, Vittorio Marchis and Giuseppe Volpato and an introduction by Luca Cordero di Montezemolo.

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".

The book uses a rigorous historical-documentary approach, complete with photographs illustrating how Pininfarina, and cars too, have developed over time, seen against the broader backdrop of the country's history, changing society and tastes. After recounting company activities in the Founder's time, the authors cover the efforts of his son, Sergio, who transformed Pininfarina into a modern industrial complex while maintaining that distinctive 'Italian style', even when the company branched out into areas beyond motor vehicles. The final chapters are dedicated to the third generation led by current CEO Andrea Pininfarina and his focus on company expansion and internationalisation.

"I'm most grateful to Laterza and the authors", stated Sergio Pininfarina, "for this authoritative work documenting the history of Pininfarina, which I had the pleasure of reading before publication. It tells the story of three generations of the Pininfarina family. My thoughts, however, go out above all to the fourth one: thanks to this book my grandchildren will gain a better understanding of the founder and our family."

"Taking over from a charismatic father is no easy matter", explains Luca Cordero di Montezemolo in the introduction, "but, men like this know, in their turn, how to help their children become outstanding fathers too. More than once Sergio Pininfarina has told me how even though he was young and still rather green, Pinin made him responsible for a customer that didn't just make cars but was also owned by an eclectic and very demanding man – Enzo Ferrari".