

Pininfarina celebrates its 75th Anniversary at Villa D'este

Villa Erba, April 24, 2005

Turin, april 13, 2005 - During the 2005 edition of the Villa d'Este Concours d'Elégance, scheduled for the weekend of April 22 to 24, Pininfarina will be celebrating its 75th anniversary with a retrospective of the most significant cars designed over its long history.

In particular, on Sunday April 24 at Villa Erba, Cernobbio, a special exhibition will be staged entirely dedicated to Pininfarina with around thirty vintage cars, among which one-off models or those produced in short runs, longer production-run cars, styling models and research prototypes. Queen of the occasion will be the Birdcage 75th, designed specifically to celebrate the company's 75th anniversary. Recently seen in a world preview at the Geneva Motor Show, where it was voted the "Best Concept Car" in the Editors' Choice Awards, the Birdcage 75th is based on Maserati tradition and its most advanced mechanicals, and was produced in cooperation with Motorola: a dream car synthesising exclusive design, a sporting DNA and technological innovation.

Among other milestones in Pininfarina's history on show at Villa Erba, the 1947 Cisitalia 202, the first car in the world to be put on exhibition at MOMA, New York's Museum of Modern Art. But also the Alfa Romeo Giulietta Spider from 1955, the car that marked the brand's move from artisan production to full-scale manufacturing; the Peugeot 406 coupé from 1996, an example of Pininfarina's ability to offer car manufacturers the entire range of services (design, engineering, production); the Ferrari "rossa", voted concept car of the year 2000 in Paris; the Maserati Quattroporte from 2003, a luxury saloon that marked a revival of joint Pininfarina-Maserati cooperation on a car after a lapse of 50 years; the 2004 Pininfarina Nido, an innovative research prototype in the safety field.