



Pininfarina celebrates its 75th anniversary at the Pebble Beach Concours d'Elegance

Pebble Beach, august 21, 2005 - At the 55th Pebble Beach Concours d'Elegance Pininfarina celebrates its 75 years: an important milestone for the Company that has become a consolidated partner of the most important makes in the international automotive sector, able to supply services in the design, engineering and manufacturing fields.

For the very first time exhibited in the U.S., the concept Maserati Birdcage 75th is the "queen" of the display: it has been unveiled in celebration of this anniversary last March at the Geneva Motor Show, where it has been awarded "Best concept" among the Editors' Choice Awards; Birdcage 75th, realized in cooperation with Motorola, is based on the Maserati heritage and on its most advanced mechanicals: a dream car proposed in a synthesis of exclusive design, sports DNA, technological innovation.

Together with Birdcage, the 75th anniversary special display features some of the most significant creations of the past, true milestones in the Company's history: among the others, the Cadillac V16 Roadster of 1931, the Cisitalia 202 of 1947 - the first car in the world to be exhibited in a museum of modern art, the MoMA in New York -, the Maserati A6 GCS Berlinetta of 1954, the Ferrari "rossa", which in 2000 in Paris has been elected Concept Car of the Year.