



Sergio Pininfarina's talent celebrated at the Brussels Motor Show

Turin, January 11, 2006 - Sergio Pininfarina was celebrated at the European Brussels Motor Show during a ceremony held today at the presence of Prince Philip of Belgium. Senator Pininfarina received the "Prix européen de design automobile", recognition "to the whole of his career in the prestigious company that brings his name".

Members of Designers (Europe), an independent organisation that promotes car design in Europe, wanted to award, as said in the motivation of the prize, "the talent that Pininfarina has been expressing for decades. The Maison Pininfarina is linked to the most beautiful hours of automotive industry. Strong of his 75 years, celebrated in 2005, it proposes his know-how to numerous car brands in the world. Globalisation is a reality for Pininfarina. A reality that does not mean uniformity".

On its stand at the Brussels Motor Show, Designers (Europe) also exhibits a Pininfarina concept-car, the Start, realized to celebrate the lucky cooperation with Ford.

SERGIO PININFARINA'S BIOGRAPHICAL NOTES

Sergio Pininfarina was born in Turin on September 8, 1926. Married in 1951 with Giorgia Gianolio, he has three children: Lorenza, Andrea, Paolo. Graduated in mechanical engineering from the Polytechnic of Torino in 1950, he began his career in the family firm, "Carrozzeria Pinin Farina"; in 1960, he undertook the responsibility of General Manager of the firm; in 1961 he became also Managing Director and in 1966, at his father's death, he took over the Chairmanship of the Company. In 1961, the President of the Italian Republic, Giovanni Gronchi, changed by decree the name Farina in Pininfarina.

During his more than fifty years of work, the Pininfarina Group has enjoyed a constant increase in technical and production development: the turnover augmented of 73 times from 8.2 million of Euros (650 million of Lire of that time) to 602 million of Euros; the number of employees his more than quadruplicated (from 560 to 2600). At now it has several plants, in Italy and abroad (France, Germany, Sweden, Morocco and China), its production value should rise past the one-billion-euro mark, starting in 2006, and the number of employees should be over 3,300.

He was President of the Industrial Association of Torino (July 1978 - June 1984), Member of the European Parliament (July 1979 - June 1988); President of Confindustria (Confederation of Italian Industries) (May 1988 - May 1992), Chief of the Italian delegation in the Intergovernmental Italian- French Commission for the new high-speed railway link between Lyon and Turin (May 2001 - January 2005). He is now Chairman of Editrice La Stampa S.p.A. and of FIDIA S.p.A. - Manager of a closed-end investment securities fund; Co-President Italy-Japan Business Group, Member of the Board of Directors of Ferrari S.p.A.. Within Pininfarina Group he is Chairman of PININFARINA S.p.A. and Honorary Chairman of PININFARINA EXTRA S.r.l.. On September 23rd, 2005 he was appointed Life Senator by the President of the Republic Carlo Azeglio Ciampi for "honouring the Country by high merits in the social field".