



Pininfarina elected best designer of the year 2009

For the fourth time Pininfarina receives the prestigious “Trophée du Design” assigned by the French magazine L’Automobile Magazine

Turin, december 10, 2009 - **Pininfarina** is the **best designer of the year 2009**. It has been established by the jury of the French magazine L’Automobile Magazine, that assigned the **2009 Trophée du Design** to the Pininfarina Group for having confirmed its supremacy in the automotive design signing two among the most appreciated cars of this year, the **Ferrari 458 Italia** and the **Maserati GranCabrio**. On December 15th in Paris the award will be collected by the Chairman **Paolo Pininfarina**, accompanied by the CEO **Silvio Angori** and the Design Director **Lowie Vermeersch**.

In motivating the award, the Automobile Magazine recognizes to Pininfarina the merit of having created in 2009 two models “that takes our breath away”, “the most beautiful rebellion signs that Pininfarina could give us: even more than the diversification realized along the years (prototype construction, study centre, engineering laboratory, collaboration with Bolloré for the development of an electric car), the 458 Italia and the GranCabrio prove that Pininfarina has no intention to turn over a new leaf”.

It is the **fourth time** that Pininfarina is awarded with the Trophée du Design: in 1992 it received the Super Trophée for the ecological value of the Ethos prototype and for the technical and stylistic contribution given to Ferrari in so many years of cooperation; in 1998 it was assigned the Trophée du Design as the best coachbuilder in the world for its creations of the last twenty years; finally in 2005, **Sergio Pininfarina** – currently Honorary Chairman of the Group – received the Trophée d’Honneur in recognition of its activity and the 75 years of the Company.

“This further demonstration of esteem for the activity of our team makes us very proud and reaffirms the role of Pininfarina in the design world – comments **Paolo Pininfarina**. – We couldn’t have a better gift for our 80th anniversary that we will celebrate in 2010”.

“Our challenge as designers – states **Lowie Vermeersch** – is the search for a synthesis between beauty and functional quality, between style and efficacy. With the Ferrari 458 Italia and the Maserati GranCabrio, both combining technological innovation, creativeness, style and passion, Pininfarina design comes into its own”.