

Pininfarina at the 2010 Geneva Motor Show, the first official image of the concept car

A 2-seater spider on Alfa Romeo basis, which will be unveiled on March 2nd at the Pininfarina stand, thus starting the celebrations for the 80th anniversary



Turin, January 29, 2010 - Pininfarina discloses the first official image of its **new concept car, world debut on March 2nd at the Geneva Motor Show.**

The Pininfarina new concept is meant to be part of the tradition of **successful spiders** born from the relationship with **Alfa Romeo**, among the most significant and long-lasting ones in the automobile history, and interprets the **innovative vision** of an antique theme strongly present in the Pininfarina roots, the **2-seater spider**.

An iconic object that, binding with an ideal thread the past and the future of **Pininfarina**, starts the celebrations for its **80th anniversary**, representing at the same time an homage to the Alfa Romeo 100th birthday.