



In Rome debut on the road of the Nido EV - The Mayor of Rome Gianni Alemanno holds to baptism the Pininfarina electric car - The Pininfarina Family received from the President Napolitano at the Quirinale

The Concours d'Elegance Bovet Italia Classica celebrates 80 years of Pininfarina between tradition and innovation also exhibiting the concept 2uettottanta and the legendary Florida II



Rome, september 24, 2010 - Celebrations for the 80th anniversary of Pininfarina continue in Rome with **the debut on the road of the Nido EV**. Today at the Campidoglio the electric prototype developed by Pininfarina is presented by **Chairman Paolo Pininfarina** to the Mayor of Rome, **Gianni Alemanno**. Together, aboard the Nido EV, they will reach the Quirinale, where the President of the Italian Republic Giorgio Napolitano will receive the **Pininfarina Family** and will host in the gardens of the Palace the 50 cars of the Concours d'Elegance **Bovet Italia Classica 2010**.

Nido EV is the **first running prototype** of the "**Development Program Nido**", electric car project entirely designed, engineered and built in the Style and Engineering Center Pininfarina Cambiano (Turin). Nido EV, which had its premiere last May during the ceremony for the 80th anniversary of the company, Nido EV faces, for the first time today, an urban route with two exceptional passengers on board: the Mayor of Rome **Gianni Alemanno** and the Chairman **Paolo Pininfarina**. Through the center of Rome, Nido EV leaves Piazza del Campidoglio to reach the Quirinale, where it will be on display in the courtyard of the Palace together with about 50 classic cars participating in the 2010 edition of Italia Classica, the most exclusive dynamic event of high collection cars, this year dedicated to the 80 years of Pininfarina and the 100 years of Alfa Romeo. Nido EV and the other cars taking part in Bovet Italia Classica 2010 will then be presented to the President of the Italian Republic, who during the ceremony will receive the **Pininfarina Family**.

Nido EV is one outcome of the pioneering, far-sighted decision taken by Pininfarina three years ago, to focus on **sustainable mobility**, approaching it from various angles: not only the adoption of a hybrid or electric driveline, but also research focusing on reducing consumption and "wheel to wheel" emissions, the use of alternative materials that are lighter and recyclable, active and passive safety, and IT, which will have to combine the sustainable use of means of transport with intelligent traffic management. The exterior design of **Nido EV** takes up and updates the lines and volumes that won the Nido of 2004 the award for the **Most Beautiful Car in the World** in the Prototypes and Concept Cars category, the **Compasso d'Oro 2008** and a place in the temple of modern art, the **MoMA of New York**. On the other hand, the interiors of this first Nido EV project are still those of a technical prototype, with no attempt at stylistic research. **Nido EV** is a veritable **laboratory** designed both to explore the electrification of a small city car and to develop a modular floorpan. The body structure of this first prototype is a tubular steel frame, while the final version will have an aluminium space frame. The structure was designed to adapt to four different, completely electric or hybrid vehicles: 2-seater, 2+2, pickup and light van.

Nido EV will not be the only car, in Rome, to represent the values that Pininfarina has based its success on, unchanged from the Thirties to the present: the centrality of design, aesthetic sense that can create timeless beauty, a constant innovation, the strength of a tradition that combines industry, technology and design



research. In the gardens of the Quirinale are, in fact, also displayed the concept car **2uettottanta**, 2-seater spider on Alfa Romeo mechanicals made to celebrate the 80th anniversary and, at the same time, to pay homage to the centenary of Alfa Romeo, and Florida II considered a design milestone: this 4-seater coupé realized in 1957 in a single unit, was the personal car of the Founder Battista "Pinin" Farina. **Florida II**, along with masterpieces such as the Cisitalia 202 and the Lancia Aurelia B24, is part of the recently inaugurated Pininfarina Collection based in Cambiano (Turin).

Many of the historic cars selected by the Organizing Committee of **Bovet Italia Classica 2010** are also masterpieces of the past designed by Pininfarina for brands like **Ferrari, Maserati, Alfa Romeo, Lancia**. During the ceremony at the Quirinale Paolo Pininfarina will deliver to President Napolitano the "**Lifetime Achievement Award**" at the **Presidential Lancia Flaminia**, another milestone designed by Pininfarina, which is still today in active service as the oldest State parade car in the world.

Sponsors of the event, the Swiss watchmaking Maison **Bovet**, who in Rome will present the **Tourbillon Eighties**, the chronograph **designed by Pininfarina** and realized in just 80 pieces.

Detail:

2uettottanta is the concept with whom Pininfarina has opened at the Geneva Motor Show 2010 the celebrations for its 80th anniversary. Elected Queen of the Show by readers of monthly magazine *Quattroruote* and weekly *Panorama*, **2uettottanta** interprets and develops some of the strongest combination of Pininfarina and Alfa Romeo elements and represents the innovative vision projected into the third millennium of the spider in 2 places. **2uettottanta** has also starred on the cover of the new book "Pininfarina" (Electa), where Decio Giulio Riccardo Carugati span along the entire evolutionary design by Pininfarina cars (one-off, production cars, research prototypes) that made the company an undisputed icon, protagonist of Italian style and an example of the most prestigious Made in Italy.

Pininfarina today: 80 years have passed since May 22, 1930, the day Battista "Pinin" Farina (Farina's surname was changed to Pininfarina in 1961 by presidential decree) signed the memorandum with which the limited company based in Turin Carrozzeria Pinin Farina was established. Through a long process of growth and transformation, of ideas and creativity, often anticipating the times and adapting to the profound social, economic and technological changes occurred over 80 years, Pininfarina has evolved from craft company to an international group able to be a global partner to automotive industry. Today Pininfarina, publicly traded since 1986, has offices in Italy, Germany, Sweden, Morocco, China and the United States. Among the automotive customers includes prestigious brands such as Ferrari, Maserati, Alfa Romeo, Ford, Volvo, Tata Motors, Chery. Important partnerships have been developed over the years in other sectors, with clients such as AnsaldoBreda, Eurostar, Iveco, Prinoth. For over 20 years work, moreover, the Pininfarina Extra, the Group company specializing in product and interior design, architecture, yachts and airplanes, has been operating with over 400 projects as an asset.