

The Florida I is the Best in Show at the Concorso d' Eleganza Pininfarina

Winner of the Bovet Award for the most elegant car is the Cisitalia 202

Chairman's Award goes to the Ferrari 212 Inter Cabriolet

Turin, June 13, 2015 – The queen of the first Concorso d'Eleganza Pininfarina, which took place this afternoon at the Valentino Castle in Turin, is the **Florida I** owned by Corrado Lo Presto. According to the Jury, this model of 1955 is the car that more than any other expresses the timeless beauty typical of the Pininfarina signature. Winner of the prize for the most elegant, the Bovet Award for the Most Elegant Car, is **Cisitalia 202** (1947) owned by Gino Coen. The Chairman's Award, given personally by Paolo Pininfarina, has been assigned to the **Ferrari 212 Inter Cabriolet** (1952) owned by Anne and Bob Lee.

A crowd of people welcomed this afternoon the fifty masterpieces on display in the courtyard of the Valentino Castle, cars belonging to collectors **in love with the Pininfarina brand**, coming from all over the world to celebrate the 85th anniversary of the design house.

An **international Jury** composed of eminent car experts (Ferrari designer **Andrea Militello**, Head of BMW Design **Karim Habib**, Editor of Auto & Design **Silvia Baruffaldi**, Contributor of Octane magazine UK **Richard Heseltine**, Pininfarina's Design Director **Fabio Filippini**, the all of them led by Chief Judge **Pascal Raffy**, Chairman of Bovet 1822) awarded the prize "**Best in Show**" and the most elegant car. In addition to the Jury's awards, a special recognition, the "**Chairman's Award**", has been awarded personally by **Paolo Pininfarina**. "*On the occasion of an important anniversary as the 85th - explains the Chairman - I am pleased to award the car, among those registered at the Concorso, that I feel closer to the taste of the Pininfarina family, for three generations protagonist in the Company's life. The criterion for selection has been tied to the aesthetic, but mostly to the emotion that the car is able to transmit*".

The Concorso d'Eleganza Pininfarina is the highlight of the outdoor motor festival that involves the entire city of Turin from June 11 through 14, the **Parco Valentino Salone & Gran Premio**.

Until tomorrow, June 14, from 10am to midnight, it will also be possible to visit the **Pininfarina stand**, located along Corso Pier Andrea Mattioli, not far from the entrance of the Valentino Castle. The Pininfarina design will be represented by two concept cars, the **Cambiano** and the **Sergio**.

One more must for car lovers. Tomorrow, **June 14**, starting at 10am, most of the cars entered in the Concorso d'Eleganza Pininfarina will attend a **celebratory parade** of the most beautiful cars ever from Corso Massimo d'Azeglio up to Venaria through the center of Turin, in a route of 14 km of city streets closed to traffic. Between two wings of crowd a big parade of sports cars, classic and iconic cars, divided into Tributes dedicated to each automaker.

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PININFARINA

85 years have passed since that May 22, 1930, the day when Battista "Pinin" Farina signed the memorandum which founded in Turin Società Anonima Carrozzeria Pinin Farina. Today Pininfarina, quoted at the Stock Exchange since 1986, has offices in Italy, Germany, China and the United States. Among the automotive customers, brands such as Ferrari, Alfa Romeo, BMW, Toyota. Important partnerships have been developed over the years in other sectors, with clients such as AnsaldoBreda, Eurostar, Iveco, Prinoth. Pininfarina Extra, born in 1986 to extend the expertise in design outside of the automotive sector, has developed more than 500 projects and established collaborations with international companies such as Alenia Aermacchi, Bovet, Calligaris, Chivas Regal, Coca-Cola, Costa Coffee, Juventus, Lavazza, Motorola, Petronas, Samsung, Snaidero and Unilever. Among the most recent awards, the National Award for Innovation for the Cambiano, the Red Dot Design Award for the Sukhoi Superjet 100, the Best Design Study for the Sergio, the German Design Award for the BMW Gran Lusso Coupe Pininfarina. Group Chairman is Paolo Pininfarina, CEO is Silvio Pietro Angori.