

In Turin the Concorso d' Eleganza Pininfarina to celebrate its 85th anniversary

The most beautiful Pininfarina masterpieces of the past and present at the Valentino Castle in Turin

A Jury of motor experts will choose the Best in Show and the most elegant car

The concept cars Cambiano and Sergio on display for four days in the Valentino Park

Turin, June 13, 2015 - Milestones like the **Cisitalia** and the **Lancia Aurelia B24**, myths celebrated by Hollywood as the **Duetto** ("The Graduate") and the **Nash Healey** ("Sabrina"), one-off models such as the **Ferrari P4/5 by Pininfarina** and the **Ferrari 612 Scaglietti "K"**, rarities like the **Alfa Romeo 6C 2500 Speciale** and the **212 Inter Cabriolet**, the very first **Ferrari** designed by Pininfarina in 1952. These and other masterpieces of the past and present born from Pininfarina's pencil are the protagonists of the first **Concorso d'Eleganza Pininfarina**, which is taking place at the Valentino Castle in Turin on Saturday, **June 13**.



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**. Today, in the afternoon, fifty **collectors in love with the Pininfarina brand**, coming from all over the world to celebrate the 85th anniversary of the design house, are exhibiting their jewels in the courtyard of the Valentino Castle from 15h30 to 18h30.

An **international Jury** composed of eminent car experts (Ferrari Design Director **Flavio Manzoni**, 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) will award the prize "**Best in Show**" to the car that more than any other expresses the timeless beauty typical of the Pininfarina signature.

The Jury will also award the "**Bovet Award for the Most Elegant Car**" to the model with the most elegant and refined shape. The award is named after the sponsor of the Concorso d'Eleganza, **Bovet 1822**, the Swiss watchmaker with which Pininfarina has been collaborating since 2010. The successful tie from the meeting between **Paolo Pininfarina** and **Pascal Raffy** has featured the **Bovet by Pininfarina Collection**, a family of five exclusive timepieces – three Tourbillons and two Chronographs – characterized by a sporty and contemporary style. One of these, the Sergio Chronograph, was conceived as a further tribute to Sergio Pininfarina and built in a limited edition of 250 pieces.

In addition to the Jury's awards, a special recognition, the "**Chairman's Award**", will be 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 will be tied to the aesthetic, but mostly to the emotion that the car is able to transmit".

Until Sunday, 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**. In addition to the Pininfarina creations it will be possible to admire the cars of other designers and car manufacturers protagonists of Parco Valentino Salone & Gran Premio, displayed along the paths of the Valentino Park. Public entrance will be free.

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.

Press accreditation to Parco Valentino Salone & Gran Premio:
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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.