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## In conversation Andrea Pininfarina CEO, Pininfarina SpA

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*Since July 1st 2001 , Andrea Pininfarina has held the position of Chief Executive Officer of Pininfarina SpA . In India on a visit to Hoshiarpur and Amb to visit the ICML facilities and to enter into a technical agreement with the Sonalika Group to design and engineer a 'world car' platform.*

Could you outline your broad plans for India? I believe you already share a relationship with

NID Ahmedabad and have also penned an agreement with the Tata Group for a research center prior to your involvement with the Sonalika Group.

Pininfarina: That is true. India is definitely a place where we want to get more involved in. We signed an operational agreement with NID around 18 months ago to nurture talent. Right now we are running a contest at NID where the winners will come to Torino and intern at our facility there.

In Pune we are looking at establishing a Research, Design and Engineering Centre. Pininfarina and Tata have signed a Letter of Intent wherein Tata will support this centre in India with contracts and participate with a minority interest. Pininfarina will be the majority shareholder with management



responsibility. This is confirmed and will start in 2009.

Further to this, is our collaboration with the Sonalika Group for the World Car project. We are currently undertaking a feasibility study as well as gaining an understanding of the Indian working culture.

Coming to the world car project. Just what is Pininfarina bringing to the table in this collaboration?

Pininfarina: Pininfarina is a renowned design house, but what people don't know is that we also are capable of manufacturing our own cars. In fact we are currently working on an electric car that will be able to run 250km on a single charge. Our engineering and design capabilities make us great partners for companies looking to enter a market segment, such as the plans that the Sonalika Group have.

Do you have criteria when you collaborate with companies? What do you look for in a match? Sonalika, despite their success is still a fledgling company.

Pininfarina: It is important to know who you work with. This applies to everyone, and coming to the Sonalika Group, we saw a match in terms of dedication to quality and shareholder structure. We felt we can work with them and build a long term relationship. Long term relationships are very important to us when we collaborate with a company as you can see from our history with brands such as Ferrari.

The Sonalika Group is very determined and have their goals set. We like that attitude. Our association with the Mittals is thanks to a shared mindset and a good fit, we hope to carry it forward.

The world car project is essentially a platform that will allow for many models. How flexible is this platform and how many models do you intend on building for the Sonalika Group?

Pininfarina: I will not divulge too much over here as we are still in the initial

stages of this project. The platform strategy does allow for many models but we are going with two, a car and an SUV. Both will be high end models.