

In August 2005, while on vacation, Andrea Pininfarina wrote this prayer in the form of a "Letter to God."

Today, three years later, these thoughts can be read as his moral testament.

## **GIVE ME THREE WORDS**

Dear God:

I asked myself: «Can we ask God for something?» I think so and would like to try to do it now. Obviously nothing material or concrete: the time of the letters to Baby Jesus with a list of Christmas wishes is long past! What I would like to do is to confide in You, tell You the values that I believe in and ask You to help me maintain them, if not perfect them, in accordance with Your divine judgment.

I believe in three fundamental values, which I try to apply and practice constantly and continuously:

- Integrity
- Humility
- Consistency

*Integrity:* I view it as a combination of honesty and ethical behavior, which is very hard to find in the world of business, economics and commerce. And yet I believed that acting with integrity does make a difference: it enables you to look every morning into the mirror without remorse or shame, knowing that you always gave it your best, with loyalty and respect for the rules.

*Humility:* Often, those who are successful in life and their occupation tend to look backwards instead of looking ahead, thereby losing sight of every day's challenges and, more importantly, forfeiting humility.

Instead, I think that life should be like in sports: each game, each match must be played with the utmost commitment, but remembering that every time we start all over again. We can win or lose, but we must do with dignity and with an attitude toward others that does not change as a function of our success.

*Consistency:* This is also value in which I believe greatly and feel that it is not practiced very much these days, when opportunism and the willingness to change views to be in tune with what appear to be the winning side seem to trump the need for any credibility.

These are my values. How do I practice them? I remit myself to You and Your judgment: what I would like to do is at least to be able to pass them on to my children and practice them with all of those who live, work and interact with me.

How can I close a letter such as this one without asking for just a touch of Your attention for the people who are closest to me and share every day my anxieties, my concerns, my joy, my qualities and my weaknesses? They are the people that I love the most – my wife and my children – and to them, my God, I beg you to give a life at least as full and happy as my own.

Andrea Pininfarina