



## Pininfarina background information

<b>Mission</b>	Pininfarina is a Leading Italian Design House, flexible Partner for OEMs. With a history that dates back to 1930, Pininfarina offers to the market - both OEMs and final consumers - competitive products and services based on its brand values: creativity, experience and innovation. Its activities include all-around design, engineering and manufacturing services.
<b>Honorary Chairman</b>	Sergio Pininfarina
<b>Chairman</b>	Paolo Pininfarina
<b>CEO</b>	Silvio Pietro Angori
<b>Locations</b>	3 in the Turin area, Italy (Cambiano, San Giorgio, Bairo); Munich in Germany; Uddevalla in Sweden; Casablanca in Morocco; Peking in China.
<b>Web site</b>	<a href="http://www.pininfarina.com">www.pininfarina.com</a>

## Time line

1930	Battista "Pinin" Farina founded Carrozzeria Pinin Farina. The company was designed to build special car bodies for individual customers or in small production runs. His first accomplishments in the 1930's included the first Alfa Romeo cars, the Hispano Suiza Coupé, the Fiat Ardita and the Lancia Aprilia Coupé.
1947	Pinin Farina designed and produced the 1947 Cisitalia. The car was displayed at the Museum of Modern Art in New York as "one of the eight outstanding cars of our time."
1950's	Nash Motors of Detroit contacted Farina to have him design a new vehicle.



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- A cooperation agreement with Peugeot started.
- 1952 Start of cooperation with Ferrari, destined to strengthen over the years to the present day.
- 1954 Pininfarina began high run production (27,000 Alfa Romeo Giulietta Spiders) for industrial customers; the headquarters moved from Turin to Grugliasco.
- 1961 At the age of 68, "Pinin" Farina turned his firm over to his son Sergio and his son-in-law, Renzo Carli. The President of Italy authorized the change of Farina's last name to Pininfarina.
- 1966 Inauguration of the Pininfarina Studies and Research Centre in Grugliasco.
- Battista Pininfarina died and Sergio Pininfarina became the Chairman of Pininfarina.
- 1967 The Pininfarina Calculation and Design Centre was set up in 1967.
- 1972 Pininfarina set up the first full size wind tunnel for aerodynamic research in Italy. It was also one of the few in the world.
- 1979 The evolution of Pininfarina by sectors of activity led to the creation of an industrial group held by a holding company, Pininfarina S.p.A., responsible for co-ordinating the financial activities and image of the various subsidiaries.
- 1982 The Studies and Research Centre became Pininfarina Studi e Ricerche S.p.A. with an independent operating structure located in Cambiano (Turin).
- 1986 Pininfarina S.p.A. was entered on the Stock Exchange.  
Pininfarina Extra s.r.l., a company dedicated to product design, was created.  
A new manufacturing plant in San Giorgio Canavese was opened.
- 1990's A number of research prototypes were designed to meet environmental problems, such as the CNR E2 ('90), the Ethos ('92), the Ethos 2 ('93), the Ethos 3 ('94), the Ethos 3 EV ('95), the Eta Beta (96), the Metrocubo ('99).
- 1991 Pininfarina Deutschland GmbH was set up to operate in the German market in the field of car engineering, tooling and model making.
- 1996 Pininfarina started cooperation with Chinese company Hafei Industrial Group Corporation providing styling, engineering and development services in the automotive field.
- 1997 An agreement was made with Mitsubishi Motors Corporation for the production of the Pajero Pinin in the new Pininfarina plant in Bairo Canavese, Italy.
- 2000 Pininfarina celebrated 70 years of activity with the world debut of the concept Ferrari "rossa", winner of the Concept Car of the Year Award.
- 2001 Pininfarina S.p.A. increased its interest in Pininfarina Extra s.r.l. from 20% to full control.
- 2002 Pininfarina Studi e Ricerche S.p.A. changed its own corporate name into Pininfarina Ricerca e Sviluppo S.p.A..  
Foundation of Open Air Systems GmbH, 50-50 joint venture between Pininfarina and Webasto to design, engineer and produce retractable roof systems.  
Launch of the new Ford Streetka, engineered and manufactured by Pininfarina.  
Inauguration of the new Engineering Centre. It stands in 12,000 sq.m. over 6,000 sq.m. of which is built on, and enhances Pininfarina capabilities, enabling the Company to offer engineering services on the market alongside its traditional styling and design skills.  
Memorandum of understanding signed with Volvo Car Corporation.
- 2003 Acquisition of Matra Automobile's engineering, testing and prototyping businesses.  
Establishment of Pininfarina Sverige AB in Uddevalla, Sweden, a joint venture (60% Pininfarina S.p.A., 40% Volvo Car Corporation) responsible for producing a new generation of convertible Volvo cars.  
World debuts of the Maserati Quattroporte and the Ferrari 612 Scaglietti, both designed by Pininfarina.  
Celebration of the collaboration with Jaguar on the X-Type Wagon, a first example of the Pininfarina activity in the product engineering field.



- 2004
- Merger by absorption of Industrie Pininfarina S.p.A. and Pininfarina Ricerca e Sviluppo S.p.A. into Pininfarina S.p.A..
- World premiere of two concepts, Saturn Curve and Chevy Nomad, built by Pininfarina on General Motor's style.
- Unveiling in the heart of Turin of the Winter Olympic Games Countdown Clock designed by Pininfarina, that will be also responsible for design and production of the Olympic Torch.
- An agreement was signed with Morocco Government representatives for setting up, in Morocco, an engineering centre controlled by Matra Automobile Engineering.
- World debut in Beijing for a Hafei Saibao sedan for which Pininfarina has developed the design and the engineering.
- At the Paris Motor Show Pininfarina Nido, a safety research prototype, was presented in a world preview and won the Most Beautiful Car of the Year award in the Prototype and Concept Car category. The Ferrari F430 coupe designed by Pininfarina made its debut in Paris as well.
- Partnership with Ford of Europe was extended signing a new contract to build, at Pininfarina's manufacturing facilities, the new Focus convertible.
- An agreement was reached with Mitsubishi Motors Europe for the design and development of the Colt coupé-cabriolet and its production at the Pininfarina plants starting early 2006.
- Handover of Pininfarina's 50% share in the joint venture Open Air Systems GmbH to Webasto.
- 2005
- World debut, in Detroit, of the Ferrari Superamerica designed by Pininfarina.
- Pininfarina celebrated 75 years of activity with the world debut, in Geneva, of the concept "Birdcage 75th", realized in collaboration with Maserati and Motorola, winner of the "Best Concept" Award.
- World debut, in Geneva, of the Ferrari F430 Spider designed by Pininfarina, the Mitsubishi Colt coupé-cabriolet and the styling model of a new car of the Saibao family realized for AviChina-Hafei. Pininfarina has developed the design and the engineering. Unveiled in Geneva, on the Alfa Romeo stand, the Alfa Romeo Brera concept, which will be manufactured by Pininfarina starting from the second half of 2005.
- Inauguration of the Matra Automobile Engineering Maroc, in Casablanca.
- Chery M14, the first Chinese coupé-cabriolet, designed and engineered by Pininfarina for Chery Automobile, was awarded "Best New Car" at the Shanghai Motor Show, where two more Chinese cars designed by Pininfarina were exhibited: the Brilliance Splendor, the sedan 3-box born from the cooperation with Brilliance China Automobile, and the AviChina-Hafei Saibao.
- The convertible Volvo C70, first car to be developed and manufactured by Pininfarina Sverige AB, is presented at the Volvo Design Centre in Gothenburg.
- 2006
- "Louis Vuitton Classic Concept Award" assigned to Maserati Birdcage 75th.
- On display on the Pininfarina stand at the Geneva Motor Show the new Ferrari 599 GTB Fiorano designed by Pininfarina, the Alfa Spider designed, engineered and manufactured by Pininfarina (winner of the Cabrio of the Year Award), the Mitsubishi Colt CZC and the Volvo C70.
- An exclusive custom-made car, the Ferrari 612 Scaglietti "K" by Pininfarina, commissioned to Pininfarina by the American car collector, Peter Kalikow, was exhibited at the 2006 Villa d'Este Concours d'Elegance.
- On May 12 the Board of Directors elected Andrea Pininfarina Chairman and Chief Executive Officer and Paolo Pininfarina Deputy Chairman. Sergio Pininfarina was elected Honorary Chairman by unanimous voice vote.
- On July 20 the recently established MPX GmbH subsidiary bought the design operations of MSX International Engineering GmbH, based in Munich (Germany), for 3.5 million euros.



- On July 28 the Pininfarina Deutschland subsidiary signed a contract to sell its operations that manufacture models and calipers, effective October 1, 2006. It did not sell its engineering operations, which in the coming years will be strengthened and integrated with the newly acquired MPX GmbH.
- The Ferrari P4/5 by Pininfarina custom-built for the American collector James Glickenhaus played a leading role in Pebble Beach Concours d'Elegance in August and made its European debut at the Paris Motor Show together with the new Ford Focus Coupe-Cabriolet designed and developed in close cooperation with Pininfarina and manufactured at the Pininfarina plant in Bairo (Turin).
- Inauguration of the T-Belt, the new Ground Effect Simulation System installed in the full-scale Pininfarina Wind Tunnel in Grugliasco (Turin).
- 2007 Silvio Angori was appointed Chief Operating Officer of Pininfarina S.p.A. effective January 1st reporting directly to Andrea Pininfarina.
- Pininfarina was the first leading automotive company in Piedmont to have been awarded the Integrated Environmental Authorisation – for the Paint Shop of its Grugliasco facility – according to Directive 96/91/EC whose purpose is to minimise pollution caused by major industrial sites in the European Union.
- Debut at the Geneva Motor show for the Maserati GranTurismo designed by Pininfarina.
- D3, the modeling and prototyping subsidiary of the Pininfarina France-Matra Automobile Engineering Group, received the “Supplier Quality Award” assigned each year by Renault to its best suppliers.
- Andrea Pininfarina and the Director of National Institute of Design (NID) Darlie O. Koshy signed a Statement of Intent to begin pursuing collaborative design activities in the Automotive field through education exchange programs, student internships, applied research and specific automotive joint design projects.
- Sergio Pininfarina was selected for induction into the Automotive Hall of Fame.
- At the 2007 Shanghai Auto Show Pininfarina took front stage with several models born from the cooperation with its Chinese customers: the Luzun and HF10 minivans designed for AviChina Auto Corporation; the Brilliance Junjie sedan; the Changfeng Liebao SUV; the Chery A3 and A3 sport.
- At the Concorso d'Eleganza Villa d'Este Ferrari P4/5 was assigned the prestigious Concorso d'Eleganza Design Award.
- Pininfarina signed an agreement to supply automotive design services with Sonalika Group, considerable Indian industrial group - headquarters in Punjab region.
- Announcement of the agreement between Bolloré and Pininfarina to establish a 50-50 joint venture to manufacture a car that will be 100% electric. The car will be sold under the Pininfarina brand. The total investment is estimated at about 150 million euros. The electric car, which will be manufactured by Pininfarina in Italy, will be equipped with a revolutionary Lithium Metal Polymer battery developed by the Bolloré Group.
- 2008 Pininfarina unveiled a new concept at the Geneva Motor Show in March, 2008. This exciting new car was named “Sintesi”. This concept car is the synthesis of the Company values, of the love for work and passion for innovation, of beauty driven by functionality, of sportiness and elegance. However, Sintesi isn't only the expression of Pininfarina design; it also embraces innovative technologies that allow designers to explore new typologies of mobility, active safety and packaging solutions.
- On August 7th Andrea Pininfarina, was the victim of a traffic accident.
- The Board of Directors, which met on August 12<sup>th</sup>, elected Paolo Pininfarina Chairman and Lorenza Pininfarina Vice Chairman. The Board of Directors also coopted and appointed to the Board Silvio Angori and Gianfranco Albertini, Chief Operating Officer and Chief Financial Officer of Pininfarina SpA, respectively.



2009

On October 2<sup>nd</sup> Pininfarina B0, the new electric car created in the joint venture Pininfarina-Bolloré, was presented in world premiere at Paris Motor Show.

On December 30<sup>th</sup> the Framework Agreement with the lender institutions and the related agreements, which include the debt rescheduling agreement, were signed. The new industrial plan has been designed to maximize the potential benefits of the electric car business and strengthen the Group's styling and engineering services.

At the 79<sup>th</sup> Geneva International Motor Show Pininfarina presented the Ferrari California, the Alfa Spider and the Ford Focus Coupè-Cabriolet. The stand of the joint-venture Véhicules Électriques Pininfarina-Bolloré exhibited the Pininfarina BlueCar, the electric vehicle developed with Bolloré. The Tata Motors stand exhibited the Tata Pr1ma, a styling model created for the Indian company by Pininfarina.

In April, COO Silvio Pietro Angori was elected CEO.

Eurostar, the high-speed rail passenger service that links Britain and mainland Europe, announced that it has awarded the design contract for the interior refurbishment of its fleet to Pininfarina.

World debut at the Frankfurt Motor Show of Ferrari 458 Italia and Maserati GranCabrio, both designed by Pininfarina. Presented the new Volvo C70, manufactured by Pininfarina Sverige.