



WITH CUSTOM-BUILT VEHICLES, PININFARINA RETURNS TO ITS ORIGINS

The Special Projects Division designs, engineers and constructs unique “customer-tailored” models



In the photo to the top, the Ferrari 360 Barchetta of 2000, Avv. Giovanni Agnelli's wedding present to Luca Cordero di Montezemolo.

Above, Andrea Pininfarina with the American customers James Glickenhaus and Peter S. Kalikow

A flair for “custom-built” vehicles has always been firmly embedded in Pininfarina’s DNA. It was this exceptional ability to bring the customer’s dreams to life with unique or small-series vehicles that triggered the fast-spreading fame of **Carrozzeria Pinin Farina** in its early years of business. In time, as Pininfarina gradually forged major cooperation agreements with leading car-makers worldwide, its success overstepped the bounds of its artisan tradition to take on a more industrial dimension, without however losing any of its exceptional ability to construct unique cars for individual customers. More or less constantly throughout its long history, Pininfarina has continued to develop various special projects, building what have become legendary cars. Today, more than ever, with the setting up of the **Special Projects Division**, Pininfarina aims to cater to the requests of its most demanding customers, who become the real leading

players in the project with the possibility of participating in all phases of construction of their custom-built cars: from design to engineering, selection of the materials up to and including final assembly. To put it in a nutshell, a real return to the made-to-measure car.

We talked this over with **Andrea Pininfarina**, Pininfarina Group Chairman and CEO.

A world preview at Villa d’Este, another at Pebble Beach. A return to custom-built vehicles for Pininfarina?

I would say so. We have produced two unique vehicles for two leading collectors, creating a real symbiosis between Pininfarina and the customer in order to bring to life something that, just a few months earlier, was just a dream. These custom-built cars denote and reinforce our ability to offer selected customers a unique possibility: tailor-made design, engineering and construction of their car.

Why now, in particular?

On the one hand, our participation at International Motor Shows and at major Concours d'Elégance and, on the other, our show cars and prototypes have stimulated noteworthy interest in this type of vehicle. With our acknowledged ability to develop projects of this type and long tradition in the world of the car – with a history dating back 76 years -, we considered it interesting, as regards image, experience and business, to exploit this opportunity in a structured manner, making our know-how available to our potential customers.



How are these new projects managed inside Pininfarina?

We have set up a Special Projects Division that coordinates these programs drawing on the various types of expertise that have always distinguished the company. It was simply a question of organizing all the various aspects while maintaining the characteristics of elegance, innovation and experience that have always been the main hallmarks of Pininfarina's business.



How are industrial and artisan activities combined inside the company?

Pininfarina has been a strong stakeholder on the automotive scene for many years, as confirmed by the five new productions launched between the end of 2005 and 2006: it is sufficient to remember that last year and during the year in course, we have initiated the production of five new cars: **Alfa Spider**, **Mitsubishi Colt CZC** and **Ford Focus CC**, for which we also followed up design and development, and **Alfa Brera** and **Volvo C70**, which we also engineered. We are able to construct unique products that consolidate our unequalled tradition, marked by excellence and unmatched creativity, and which are also aligned with the top level positioning of our brand.



From the top to the left, in a clockwise direction, some of the unique models created for special customers: Ferrari 410 SA coupé 1960; Fiat 600 Multipla Eden Roc 1956; Ferrari 365 3/P 1967; Ferrari 375 MM 1955; Ferrari Testarossa Spider 1985; Ferrari 375 America 1955; Ferrari 375 MM aerodinamico 1954; Fiat 130 Maremma 1974