



*pininfarina*



## Timeline



From coaches to car bodies.  
Art, design, innovation.  
The cars of kings.

1930

On May 22nd Battista "Pinin" Farina founded Carrozzeria Pinin Farina in Turin. The company was designed to build special car bodies for individual customers or in small production runs. The company has one hundred and fifty employees on a covered area of 9250 square meters in corso Trapani.

In June, the following news appear on an automobile periodical: "And now the popular nickname "Pinin" used by the whole of the Turin motoring world when talking about Farina, was officialy about to become used throughout the country, as a result of the recent company changes which led to the founding of S.A. Carrozzeria Pinin Farina".

At the Paris Motor Show Pinin Farina exhibits Lancia, Alfa Romeo, Isotta-Fraschini and Fiat cars.



### 1931

With the Lancia Dilambda, the first official Pinin Farina special, appears at the Concours d'Elegance at Villa d'Este

His first accomplishments in the 1930's included the first Alfa Romeo cars and the Hispano Suiza Coupé.

### 1932

Exhibit of the Fiat 518 Ardita.

### 1933

One of the early ad says: "Luxury and grand luxury cars".

### 1935

Pinin Farina exhibits the Alfa Romeo 6C Pescara Coupé at the Milan Motor Show.

### 1936

The Lancia Astura Bocca Cabriolet: elegance and craftsmanship for a small series of streamlined, richly finished cabriolets which introduced the unprecedented notion of the legitimacy of making a certain number of replicas of a custom-built model.

Production of the Lancia Aprilia Aerodinamica.

### 1937

Debut of the Lancia Aprilia Coupè.

### 1939

Pinin Farina achieves 500 employees.



War, revival, celebrity  
Italian style on the world stage.

### 1945

Few weeks after the end of the war Pinin Farina starts the production with the Lancia Aprilia Bilux.

### 1946

Italy, a defeated country, is excluded from participating in the Paris Motor Show. Pinin and his son Sergio set off from Turin for France driving two new cars, an Alfa Romeo Sport 2500 and a Lancia Aprilia cabriolet. When they reach the Grand Palais in Paris they park the two cars in front of the entrance of the Motor Show, where anyone going in or out can see and admire them. It is a great success, commented on by the French press: "Ce diable de Farina a ouvert son antichambre personnel".

### 1947

"Running Sculpture", first car in the world permanently displayed in a Museum of Modern Art, namely the MOMA in New York, as "one of the eight outstanding cars of our time": the Cisitalia, realised on tubular chassis and manufactured in limited series with aluminium body welded to a skeleton of fine sheet steel, has a design which marks a decisive turnpoint of the automotive style.



From workshop to factory.  
Ferrari, internationalisation,  
second generation.

### 1951

A cooperation agreement with Peugeot starts.

The Italian Style in United States also conquers the cinema, with "Sabrina" by Billy Wilder, starring Audrey Hepburn, William Holden, Humphrey Bogart and the Nash Healey Spider. The car, designed and manufactured in Italy for the U.S.A. market, underlines the Pininfarina international vocation.

### 1952

Start of cooperation with Ferrari, destined to strengthen over the years to the present day.

Pinin Farina returns for the second time to the United States for the unveiling of the "Ambassador", designed by him and the "Nash Healey", planned and built in limited series at his Turin plant. He is warmly welcomed and showered with manifestations of respect and esteem. This is the first time in the history of American automobile companies that the name of a designer becomes famous.

From a great sedan, a sporty dream, manufactured in small series, characterised by sober and simple lines: the Alfa Romeo 1900 Sprint Coupé.

### 1953

Pinin Farina is appointed "Cavaliere del Lavoro" by the President of the Italian Republic.



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## 1954

At the Bruxelles Motor Show, debut of the Lancia Aurelia B24 S: the mass-produced special, the queen of desires, protagonist of "Il Sorpasso" by Dino Risi, with Vittorio Gassman. One of the best-looking cars ever, it is eminently suitable for speeding along the Californian highways: many of the 761 units produced are sold in the United States, opening up a significant export flow.

## 1955

With the Giulietta, the so-called by Pinin "fair girl", the decisive passage to the industrial dimension. Timeless appeal of the aesthetic equilibrium and sobriety, the world-wide success of the Giulietta Spider is the real event of the Fifties: this small masterpiece, originally conceived solely with the idea of exporting it to U.S.A., is in fact swept throughout the length and breadth of Europe by popular demand.

## 1956

The new manufacturing plant in Grugliasco is under construction: it will be finished by 1958.

## 1957

On show at the Turin Motor Show the Lancia Florida II, design milestone, with stylistic elements which have for many years influenced the world-wide production. This is the personal car of the Founder: "I recall that car-maker from Detroit, Olds, who used to live and sleep in his car. And I live in my Florida".

## 1959

The Ferrari 250 GT SWB - ShortWheel Base is born. "The Ferrari" epitome, sporty performance and timeless elegance. Archetype of the technical-aesthetic process of evolution Ferrari Pininfarina. Presented at the Paris Motor Show, it will be produced two years later in 200 units.



Research into shape and safety.  
Technological evolution and  
mass production.  
From Farina to Pininfarina.

### 1960

Pininfarina X: when the scientific research is combined with an original and revolutionary shape. The rhomboid arrangement of the four wheels and the exceptional drag coefficient allow to obtain, with the same performance, higher top speed and lower consumption.

The Fiat - Abarth Monoposto: The fascination of the pure speed in 8 international and 1 world records.

### 1961

At the age of 68, "Pinin" Farina turns 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.

### 1963

At the Paris Motor Show debut of the Chevrolet Corvette Rondine: european flavour for this "American" proposal, which anticipates the stylistic solution of the Fiat 124 Sport Spider rear part.

On show at the Turin Motor Show the Pininfarina Sigma, a bodywork study with fourteen technical safety solutions, eight of which will be currently used in the production of the cars in the future.



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## 1966

On April 3rd Battista Pininfarina dies in Lausanne and Sergio Pininfarina becomes the Chairman of Pininfarina.

Inauguration of the Pininfarina Studies and Research Centre in Grugliasco.

Debut in Geneva of the Alfa Romeo 1600 Spider, later to be known as the "Duetto".

On show at the Turin Motor Show the Fiat 124 Sport Spider, which soon becomes one of the most successful models of Pininfarina, exported in large numbers to the United States.

## 1967

The Pininfarina Calculation and Design Centre was set up.

On show in Frankfurt the advanced aesthetic research for the Dino 206 Competizione, a concept with a decidedly race-course flair which stated the canons of the future mid-engined Ferraris.

## 1968

In Turin Pininfarina presents two concepts: the Ferrari P6, a very meaningful concept incorporating the seeds that were to develop into the following Ferrari BB and 308 GTB, and the BLMC 1100.

## 1969

World debut in Paris of the Peugeot 504 Cabriolet. As Sergio Pininfarina says, "Italian design and manufacturing for a car which made the French dreaming, a sort of free 'tone-production' as regards the theme of the sedan, also designed by Pininfarina, a free 'touch', to use the musical term".

Together with the cabriolet version also the Peugeot 504 Coupé, presented in Geneva: designed and manufactured by Pininfarina, proves worthy additions to the saloon, and is named "1968 Car of the Year", Europe's best-selling 2000 cc. Thanks to the excellent results achieved in the demanding African rallies, the 504 Coupé is acclaimed the "Queen of Africa".



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On show also in Geneva, the Sigma Grand Prix: seven important safety features proposed for the F1 cars, in order to drastically reduce the element of risk inherent in this sport. A complex and innovative theme, fruit of a moral necessity and of the technical-creative room at that time not yet investigated.





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From coachbuilder to industrial group.  
Aerodynamic research.  
From style to design.  
Diversification into transport design.

**1970**

At the Geneva Motor Show, 22 International Design Awards for the Ferrari Modulo, a “pure formal research, in its intentional geometricity. Is it still an automobile or it is the module of a spaceship of ‘2001: A space Odyssey’?”

**1971**

Turin Motor Show, the Ferrari Berlinetta Boxer in Sergio Pininfarina’s words: “Styling prototype of a history-making car which marked Enzo Ferrari’s conversion to the technical solution of the mid-engine. Low and flowing line with a groove along the flanks which ideally divides the body into two parts, so that they appear superimposed”.

**1972**

Pininfarina sets up the first full size wind tunnel for aerodynamic research in Italy.  
It is also one of the few in the world.

**1975**

The Fiat 130 Opera, presented at the Turin show, is a proposal for a sedan with the beauty and the lightness of line of a large coupé.

**1976**



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Sergio Pininfarina is appointed "Cavaliere del Lavoro" by the President of the Italian Republic, honour previously attributed to his father.

On show at the Turin Motor Show the Peugeot, minimalist concept fruit of a study for a sports car, economical for its design and for manufacturing technique contents foreseen, destined to youth.

### **1978**

The Echos is presented at the Turin show: study for an environmentally-friendly electric city car, realised in co-operation with the Fiat Research Centre. The ecological sensibility would become only later of wide interest.

Debut of the Jaguar XJ Spider at the Birmingham Motor Show: a strong emotional impact and great suggestive power in this in the purest Jaguar sports car tradition.

### **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.

Debut of the Lancia Beta Montecarlo Turbo, which wins in 1980 and 1981 the World Endurance Championship.

The Studio CNR receives the Compasso d'Oro Award 1979 for this Ideal Aerodynamic Shape, outcome of a theoretical experimental research project promoted by the National Research Italian Council.



Engineering and Development.  
Expanded manufacturing.  
Product design.  
Stock exchange quotation.

### 1980

At the Turin Motor Show Pininfarina's 50 years in the business are celebrated by the research prototype Ferrari Pinin.

In the Eighties the the Audi Quartz, the Honda HP-X, the Peugeot Griffé, the Alfa Romeo Vivace Coupé and Spider, the Lancia Hit are all presented at International Motor Shows.

The Company continues to provide styling consultancy services to numerous manufacturers, for the Peugeot 205 Saloon and Cabriolet, 405 and 106, the Ferrari GTO, Testarossa, 348 TB and TS.

Production of the Ferrari Testarossa (later the 512 TR), the Alfa Romeo Spider, the Lancia Thema Station Wagon and the Peugeot 205 Cabriolet is joined by that of the Cadillac Allanté.

At the same time the design and engineering sector expands and diversifies, and the production of significant styling prototypes and technical and scientific research continues.

### 1982

The Studies and Research Centre becomes Pininfarina Studi e Ricerche S.p.A. with an independent operating structure located in Cambiano (Turin).

### 1983

The Spidereuropa "Volumex" is presented at the Turin Motor Show: last version of the Fiat 124 Sport Spider born in 1966 and manufactured by Pininfarina in over 200,000 units. Until



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1985, this model, destined to the American market, is advertised and marketed under the Pininfarina trademark.

In Geneva, debut of the Pininfarina Coupé, proposal of sports coupé on Fiat Ritmo Abarth mechanicals

World debut in Geneva of the Peugeot 205.

#### **1984**

World debut at the Paris Motor Show of the Ferrari Testarossa.

#### **1986**

Pininfarina S.p.A. is entered on the Stock Exchange.

Pininfarina Extra s.r.l., a company dedicated to product design, is created.

A new manufacturing plant in San Giorgio Canavese is opened.

The Cadillac Allanté makes its world debut in Paris: simplicity of lines, harmony of proportions in the respect of the American Make brand identity.

#### **1987**

To celebrate Ferrari's fortieth birthday, the Ferrari F40 is presented at the Frankfurt Motor Show.

Debut of the ETR X 500, high-speed train for the Italian Railways: Pininfarina develops the internal and external design, as well the aerodynamics research.

Debut of the Alfa Romeo 164.

#### **1989**

Car Design Award 1990, this concept displayed at the Tokyo Motor Show is a totally-rounded sculptural modelling with a perfect balance between aesthetic emotion and technical rationality, fully consistent with the Pininfarina philosophy in the search for beauty, emphasised by the charisma of the prancing horse Make.

With the Mythos, Pininfarina is the first among the independent design companies all over the world to take part at the Tokyo Motor Show.



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From supplier to partner.  
Creativity, Environmental  
Compatibility, Total Quality.  
New Organisation Model.  
The third generation.

### 1990

New research prototypes are developed in the Nineties, many of them directed at tackling energy and environmental problems: the CNR E2 of 1990, the Ethos and the GM Chrono of 1991, the Fiat Cinquecento pick-up of 1992, the Ethos 2 of 1993, the Ethos 3 of 1994 and the Ethos 3 EV of 1995, the Honda Argento Vivo of 1995, the Fiat Sing and Song and CNR Eta Beta of 1996, the Peugeot Nautilus of 1997, the Alfa Romeo Dardo of 1998, the Wish and the Metrocubo of 1999.

### 1991

Pininfarina Deutschland GmbH is set up to operate in the German market in the field of car engineering, tooling and model making.

### 1992

Design activities in the Nineties in cooperation with manufacturers produce the Ferrari 512 TR, 456 GT 2+2, the Peugeot 306 Cabriolet, the Ferrari F355 Berlinetta, F355 Spider and F50, the Alfa Romeo Spider and GTV, the Ferrari 550 Maranello and 456M, the Peugeot 406 Coupé and Saloon and the Ferrari 360 Modena and Spider.

### 1994

Between 1992 and 1994 the range manufactured by Pininfarina is completely renewed with four new models: the Ferrari 456 GT, the Coupé Fiat, the Peugeot 306 Cabriolet and the Bentley Azure. Production of the Lancia K Station Wagon is added in 1996.



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## 1995

About half a million people visit the Museum of Fine Arts in Montreal to see the exhibition "Beauté Mobile: un siècle de chef d'oeuvres automobiles", where Pininfarina is invited to illustrate the future of the car through the Ethos research project.

## 1996

Pininfarina starts cooperation with Chinese company Hafei Industrial Group Corporation providing styling, engineering and development services in the automotive field.

On show in Paris the Peugeot 406 Coupé: designed, developed and produced by Pininfarina, the 406 Coupé receives many important prizes, for the excellence and quality of its design: "The Most Beautiful Coupé of the World 1997", Milan Triennale, "Car Design Award 1997", Turin, "The Most Beautiful Car of the Year 1998", Festival of Chamonix.

## 1997

An agreement is made with Mitsubishi Motors Corporation for the production of the Pajero Pinin in the new Pininfarina plant in Bairo Canavese, Italy.

At the Geneva Motor Show the Peugeot Nautilus is presented: an exciting study of form meant to interpret in purely stylistic terms the theme of large and high-class sporty sedans.

## 1998

A third manufacturing plant in San Giorgio Canavese is opened.

The Alfa Romeo Dardo, presented in Turin, a pure formal study, is a spider with a powerful impact. "Car of the Year" 1998, the Dardo is intended to be a homage to a trademark, Alfa Romeo, that incarnates several of the finest qualities of Italian cars: sportiness, imagination, technology and performance.

## 1999

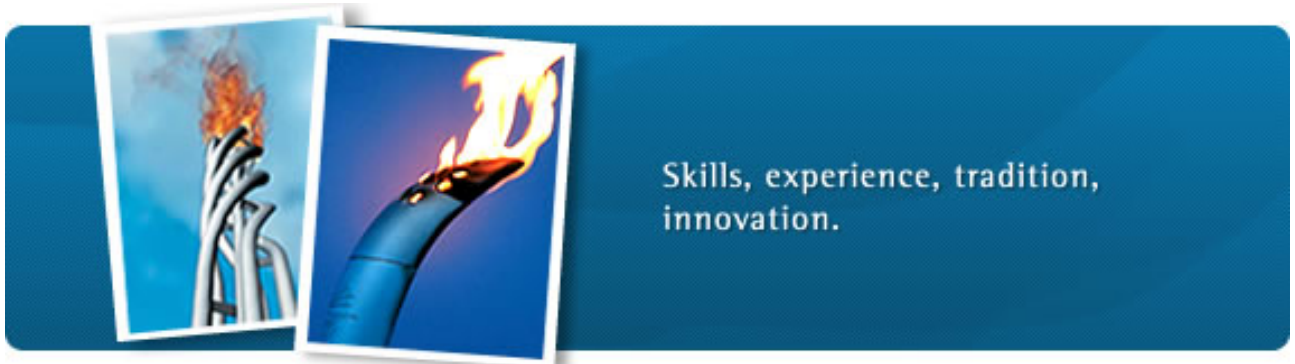
The Mitsubishi Pajero Pinin joins Pininfarina's production range, which also includes the Bentley Azure, the Coupé Fiat, the Lancia k Station Wagon, the Peugeot 306 Cabriolet and



406 Coupé.

Frankfurt sees the debut of Metrocubo, a further project of an environmentally-friendly car, developed with 9 technical partners and in particular with Michelin, and Fiat Wish, conceived by Pininfarina to commemorate the Centenary Fiat, a technological study for a 2+2 convertible capable of being transformed in a few seconds from Cabriolet to Coupé and back.

World debut of the Ferrari 360 Modena, fruit of the technical, functional and aerodynamic progress, which has been translated into an innovative shape but always in the tradition of pure Ferrari personality.



## 2000

At the **Turin Motor Show**, Pininfarina's 70 years in the business are celebrated by the world preview of the "rossa" research prototype and receives the Concept Car of the Year Award.

In Paris, world debut of the 550 Barchetta, to which Ferrari has given the name Pininfarina for the first time on the occasion of the Company's 70th anniversary.

## 2001

Pininfarina S.p.A. increases its interest in Pininfarina Extra s.r.l. from 20% to full control. In January makes its debut the Hyundai Matrix, a two-box sedan designed by Pininfarina. Two new concepts presented: on show in Geneva the Osée, based on Citroën mechanicals, that was voted the "Best Concept", and the Start, on show in Frankfurt, realised on Ford mechanicals and technology, in homage to the new collaboration with Ford Europe GmbH.

## 2002

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.





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The Ferrari 575M Maranello, the front-engined berlinetta with superlative technical and performance content, makes its debut.

The Founder Battista "Pinin" Farina enters the European Automotive Hall of Fame.

The styling/engineering cooperation with the Chinese Company Hafei, started in 1996, is celebrated by the exhibition at the Beijing Motor Show of a concept, the HF Fantasy, a sporting and top class saloon.

This year also signs the debut of a new extraordinary Ferrari, the "Enzo" a limited edition supercar which, in line with the previous F40 and F50, expressed the supreme transfer of technology from F1 to Ferrari GT road cars.

The production range now includes the Ford StreetKa, the Alfa Romeo GTV and Spider, the Mitsubishi Pajero Pinin 3 and 5-door and the Peugeot 406 Coupé.

The new four-door GM - Daewoo Nubira saloon, designed by Pininfarina, makes its debut at the Seoul Motor Show 2002, enhancing the cooperation with the Korean manufacturer started with the styling of the compact MPV Tacuma in 2000.

## 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.

The prototype Enjoy, developed with Lotus cooperation and presented at the Geneva Show, is a roadster conceived to be used on the road and on the circuit thanks to its modular structure with central body and four removable wings. Enjoy won the "Most Fun" prize at the 2003 Geneva Motor Show and the Special Prize "for the genius of the concept" awarded by The World's most Beautiful Automobile jury (Milan, 2003).

Still in Geneva made its world debut the new Alfa Romeo Spider and GTV designed and built by Pininfarina in its plants.



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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

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 coupe-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.