



*pininfarina*



## Pininfarina Extra

### *Company Profile*

**Pininfarina Extra**, the Pininfarina Group company that specialises in product and interior design, was formed in 1986 to extend the Group's services, quality and skills to firms engaged in all business sectors except the automobile and collective transport sector. It makes use of all the knowledge and research derived from more than seventy years' experience in the design and production of cars and other means of transport. Its Chief Executive Officer is **Paolo Pininfarina** (Vice Chairman of Pininfarina Group).

Over the last twenty years, Extra has established its own distinctive features and a clear identity. Its professionalism and competence are employed in many commodity sectors where products bearing the Pininfarina name have won acclaim on the world's leading markets. It views its belonging to the design system as a way to blend the most advanced features of scientific, technological and engineering research with the attractiveness that should accompany the things we use every day. Men and women, their needs, dreams and limits, are thus the centre of Extra's approach to design because they are the users of its products.

### **Mission**

Being and becoming reliable and competent partners through the construction of long-term partnerships with firms wishing to use design as a strategic aspect of their corporate identity and a means of positioning themselves on the market in innovative terms through the development of successful projects and products.

### **Partners**

Jacuzzi, Lange, Lavazza, Motorola, Primatist, Snaidero, 3M and other international leaders.



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## 2006

The company's value of production amounted to 4.8 million Euros in 2006. EBIT (profit from operations) was 1.5 million Euros (+36,3%).

The workforce at 31.12.2006 was composed of 23 persons, including 9 stylists.

The year began with the Winter Olympics hosted by Turin. Both the **Olympic** and the **Paralympic Torch**, as well as the **Cauldron**, were designed by Pininfarina Extra. Thanks to its innovative design, the Torch was also awarded the "Lorenzo il Magnifico" Prize by an international jury at the Florence Contemporary Art Biennial. The citation accompanying the presentation of the Biennial's chief award stated: *"The Magnifico Lorenzo de' Medici bows before the sheer beauty of the Olympic Torch engendered by the protean Taurinensian genius and the sublime master of line, Pininfarina"*.

Other events have included the presentation in England of the new Morphosys line for **Jacuzzi** and the launch of the new Fluid ski boot created for **Lange**.

At the **Furniture Show** (5-10 April), the fruit of Extra's collaboration with five customers was exhibited:

- "Venus", the fifth cooking range designed for **Snaidero** following its Ola, Viva, Idea and Acropolis models;
- the "Palio" line of armchairs and divans for **Dema**;
- the "Luna" line of office furnishings for **Uffix** (awarded as "ideal office" by the popular jury of the EIMU, the International Office Furniture Exhibition);
- the "Première" conference hall seating modular system by **Ares Line** (awarded as the **best project** in the category of workplace solutions at the end of the **Wellness@Work** competition);
- **Riva's** "Ardea" bookcase.

In June **Switch Entertainment**, a company with worldwide experience in design, manufacturing and management in both bowling and leisure, presented its new bowling facilities designed by Pininfarina.

The Primatist Trophy held in July at Poltu Quatu in Sardinia was the occasion of the debut of the new **Primatist G46 Pininfarina** yacht, natural heir to the Primatist G70 Pininfarina, both produced in conjunction with the stylists of Extra.



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On October 24 the **Gancia** company at Canelli (Asti) presented the result of an agreement signed with Pininfarina Extra: three Spumantes (Asti DOCG Metodo Gancia, Prosecco Extra Dry and Rosé Brut) conceived ad hoc within the compass of the new project. The packages designed by Pininfarina include the three bottles together, single-bottle packs and three-bottle gift packs.

**Pininfarina** has penned the graphics of the **Euritmica–Torino 2008** logo, presented officially on November 29 together with the program of the sports event. According to the partnership agreement with the Organizing Committee of the XXIV European Rhythmic Gymnastics Championship (Turin, May 22-25 2008), Pininfarina has been entrusted with styling of the new logo, also dealing with the graphic format of communication material, from paper to business cards, to posters.

## 2007

On 25 January, at Palm Beach's Jet Aviation, presentation of the first model in the **Pininfarina Edition** series of aircraft designed for **Aero Toy Store**, the world's larger seller of second-hand jets. Aesthetic revamping by Pininfarina of both the interior and exterior of this 7-seater **Lear jet 60** has not, of course, involved any changes in its structural and mechanical parts.

**Black Secret** is the name of the new **Samsung** LCD Monitor designed by **Pininfarina**, officially presented in Hannover on the occasion of the CeBIT.

The **Keating Hotel by Pininfarina**, San Diego's Premier Luxury Boutique Hotel Experience, opened on March 29 at the presence of **Paolo Pininfarina** and local real estate developer **Eddie Kaen**, combining the highest level of expressive Italian design with sophisticated and personalized service ([www.thekeating.com](http://www.thekeating.com)).

### The Pininfarina Group

With a track record that goes back to 1930, Pininfarina (whose Chairman and CEO is Andrea Pininfarina) is now one of the leading suppliers of services for the automotive industry. It offers automakers creative solutions based on its know-how and flexibility through all stages - **design, product and process engineering, production of niche vehicles** - as a full-cycle, turnkey partner, or a supplier of specific services. The company employs more than **3000 persons** and is located in **Italy, France, Germany, Sweden, Morocco and China**. Its current production range comprises 5 new models; **Volvo C70, Alfa Romeo Brera, Alfa Romeo Spider, Ford Focus Coupé-Cabriolet and Mitsubishi Colt CZC**. Other **customers** include Ferrari, Maserati, Renault-Citroën, Jaguar, Honda, Daewoo, Hyundai, AviChina, Brilliance, Chery, Changfeng and JAC