



Pininfarina wins the China Award 2017 for its commitment on the Silk Road markets

宾尼法利纳荣获 2017 中国奖项的丝绸之路奖

With a 20-year presence
business in Asia is now
automotive to
industrial design
入驻中国市场 20 年，宾尼法
汽车扩展到建筑与工业设计领



in China, Pininfarina's
expanding from
architecture and

利纳在亚洲的业务现在已从
域。

Torino, December 5, 2017 - **Pininfarina** is the first Company who wins the "**Silk Road**" Award among the **2017 China Awards** organized by Italy China Foundation. The prize has been withdrawn by CEO **Silvio Pietro Angori** during an award ceremony gathering companies, institutions and Italian and Chinese personalities who best captured the opportunities offered by economic and cultural relations between Italy and China.

2017 年 12 月 5 日，意大利都灵——宾尼法利纳是意大利中国基金会举办的 2017 年中国奖项中第一家获得丝绸之路奖的公司。公司首席执行官 **Silvio Pietro Angori** 先生参加了颁奖典礼，活动现场云集了众多公司、机构、以及意大利籍与中国籍的知名人士，他们很好地把握了意中两国经济文化交流所带来的商机。

The Silk Road award, established in this edition to highlight a highly topical issue, was awarded by an authoritative jury chaired by Cesare Romiti, President of the Italy China Foundation. Pininfarina has been awarded, it is stated in the motivation, "for the long and significant growth path in China, started in the Nineties and continued successfully until the opening of the Shanghai office and the results obtained in recent years. The award is given to Pininfarina also for having established in its development path lasting and profitable relationships with many of the Countries that will be protagonists of the Belt and Road Initiative, dreamed and launched by the Chinese President Xi Jinping".

丝绸之路奖，强调了一个人们高度关注的问题，Cesare Romiti，意大利中国基金会主席，也是此次权威评审团的主席，颁发了这一奖项。宾尼法利纳公司荣获了这一奖项，其获奖原因是宾法从上世纪九十年代起开始与中国市场合作，之后又在上海设立了分公司，并在近年来获得了显著的成就。另外，宾法也在其发展的过程中与许多一带一路国家建立了良好而长久的合作关系。



"This new recognition - Angori commented - fills us with pride because it reaffirms the role of Pininfarina as the ambassador of Made in Italy in one of the few automotive markets that is expected to grow steadily



over the next few years. Pininfarina was the first Italian company to provide styling and engineering services to Chinese carmakers, back in 1996. Our more than twenty years presence and the great commercial success of the cars we have designed confirm the validity of Pininfarina's growth strategy in the markets of the new Silk Road and the Middle East".

“这一新的认可—Angori 说道—使我们感到骄傲，因为它重申了宾尼法利纳作为在未来几年内预期会稳定增长的汽车市场之一的意大利制造大使的角色。宾尼法利纳是第一家能够为中国汽车制造商提供造型设计和工程设计服务的意大利公司，从 1996 年以来，20 多年来的经验以及通过我们的设计带来的成功案例，肯定了宾尼法利纳在新丝绸之路及中东地区的市场发展策略。”



Pininfarina's business in Asia is now expanding from automotive to **architecture and industrial design**. Last March the **first Pininfarina architectural project in China** has been announced. The focus is on **Higold Headquarter**, a building which will rise in Shunde. Pininfarina Architecture has authored the **whole architectural project**, from the **façade** design to the **landscape**.

宾尼法利纳在亚洲的业务目前从汽车领域扩展到了建筑及工业设计领域。去年3月份宾尼法利纳宣布了在中国的第一个建筑设计项目，悍高总部大楼，位于顺德。宾尼法利纳建筑设计部门负责从外观设计到景观设计的整个建筑设计工程。

PININFARINA IN CHINA宾尼法利纳在中国

Pininfarina was the first Italian design house to provide styling and engineering services to Chinese carmakers since 1996. Since then, Pininfarina has expanded its range of activities by developing partnerships with manufacturers like AviChina (Hafei), Chery, Changfeng, Brilliance, BAIC, JAC and others, for which commercially successful vehicles have been designed, such as the DX7, first fruit of the collaboration between Pininfarina and South East Motor-SEM, then followed in 2016 by the DX3, a compact SUV.

宾尼法利纳从1996年开始为中国汽车制造商提供造型设计及工程服务，是最早为中国汽车制造商提供造型设计和工程设计服务的意大利公司。之后，宾尼法利纳扩展了其业务范围，拓展了与其他制造商的业务关系，例如中航科工，奇瑞，华晨，北汽，江淮等等，其中成功设计并发售的车型例如东南DX7，是宾尼法利纳与东南汽车的首次合作成果，以及在2016年发售的紧凑型SUV DX3。

In 2010 **Pininfarina Automotive Engineering Shanghai (PAES)** was established with the aim of locating a satellite design development in Shanghai, automotive strategic site for the Asian region. Today PAES is an established outpost of commercial development and design creation that, under the guidance of **Simone Tassi** (General Manager) and supervision from Italy of the Design Director **Carlo Bonzanigo**, can count on a multicultural team of thirty people of very high professionalism that give the Chinese headquarters of Pininfarina a strong international character and global vision in the daily challenge to an increasingly demanding market.

宾尼法利纳汽车设计（上海）有限公司于 2010 年成立，其目标是以上海为辐射，建立亚洲区域的汽车设计规划。今天，在总经理 **Simone Tassi** 的带领和意大利设计总监 **Carlo Bonzanigo** 的指导下，宾尼法利纳上海成为了宾尼法利纳商务发展及设计创意的前哨基地，拥有 30 多人的专业设计团队，作为宾尼法利纳中国总部，拥有强大的国际化元素以及全球化的视角，从而能够满足市场日益增长的需求。



As a further confirmation of Pininfarina's commitment on the Chinese market, beginning of this year the signing of a trade **agreement** between Pininfarina and **Hybrid Kinetic Group Limited** was announced. According to the agreement, Pininfarina will support Hybrid Kinetic in the turnkey development of an electric car from the styling concept and development of the vehicle to the engineering development and virtual and physical validation for series production. The collaboration agreement, worth about **65 Million €**, will have a total duration of 46 months.

作为宾尼法利纳对中国市场的进一步承诺，今年年初，宾尼法利纳与**正道集团**签署协议，为正道集团电动汽车提供一站式设计服务，从造型概念到车辆开发到工程开发，从虚拟及实体验证到量产。合作协议价值约 **6500万欧元**，项目时长为 46 个月。

Together with the same Client Pininfarina presented at the 2017 **Shanghai Auto Show** an entire range of environmentally friendly vehicles, demonstrating once again its ability to combine styling research to environmental sustainability: the **five seater SUV K550**, the **seven seater SUV K750** and the **luxury sedan H600**.

宾尼法利纳在 **2017 年上海车展**上展示了与正道集团合作的这一环保车型系列（**5 座 SUV K550**, **7 座 SUV K750** 以及**豪华版轿车 H600**），向世界证实了其将造型设计运用到环保可持续发展的能力。

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