



Chinese Vice Premier Ma Kai visits Pininfarina

中国国务院副总理马凯参观访问宾尼法利纳

The representative of the People's Republic of China dedicated to Pininfarina a part of his private stay in Turin, confirming the Company's twenty-year commitment to China

中方代表特意安排造访宾尼法利纳为都灵私人行程之一，印证品牌对中国信守二十年的承诺

Turin, 10 December 2017 - **Vice Premier of China Ma Kai**, in Italy in these days for a state visit, went this afternoon to the headquarters of **Pininfarina** in Cambiano, Turin, where he was welcomed by the CEO **Silvio Pietro Angori** and the Design and Engineering Center team.

2017年12月10日，都灵-----马副总理亲临宾尼法利纳位于都灵省坎比亚诺镇的总部，受到了宾尼法利纳首席执行官 **Silvio Pietro Angori** 以及设计工程核心团队的热烈款待。

The delegation visiting Pininfarina was composed, among others, by the Chinese Ambassador to Italy Li Ruiyu, the Deputy Minister of the National Commission for Development and Reforms Xiaotao Wang, the Deputy Minister of Industry and Informatics Guobin Xin, the Deputy Minister of Commerce Bingnan Wand and the Undersecretary for Foreign Affairs Huilai Li.



访问宾尼法利纳的代表团成员包括，中国驻意大利大使李瑞宇，中国国家发展及改革委员会副部长王晓涛，工信部副部长辛国斌，商务部副部长王炳南，外交部副部长李惠来等。

"China is the largest sustainable mobility market in the world - declared the **Vice Premier** during the visit. - We produce 50% of electric cars globally and in 2018 we aim to reach 700 thousand units. The visit confirmed Pininfarina's know-how and expertise in this field. Therefore we hope for the near future a win-win partnership between the prestigious Italian brand and the Chinese government".

访问期间，马副总理表示“中国是全球最大的可持续机动市场-电动车产量更达到全球产量的五成，更致力于在2018年将产量提升至70万个单位。通过这次访问我们见证了宾尼法利纳在该领域的专业技术与能力，因此中方期盼未来与此著名的意大利品牌打造双赢的合作关系。”

"The will of Vice Premier Ma Kai to visit our Company is particularly significant for us - commented CEO **Angori**. - Indeed, it confirms the recognition of our brand in China as world excellence of Italian design and a reference in the field of sustainable mobility. We have been the first Italian company to supply, since 1996, style and engineering services to Chinese automobile



manufacturers. We have contributed to the development of the National Automobile industry. We are proud that the Chinese Leadership recognize our twenty years of commitment in their Country. We are deeply thankful to Vice Premier Ma Kai for the honor of his visit to Pininfarina".

宾尼法利纳首席执行官 **Angori** 称“我们非常重视副总理马凯此次的访问 - 此次访问无疑肯定了品牌于中国市场被视为世界级意大利设计商，以及其作为可持续机动行业标准的地位。

自 1996 年以来，宾尼法利纳就是第一家可为中国汽车制造商提供造型及工程设计的意大利供应商。我们亦积极推动国家汽车工业发展。此次中方领导对我们为其国家兑现二十年承诺作出的肯定，我们感到相当骄傲。我们由衷地感谢国务院副总理马凯此次光临宾尼法利纳。”

During the visit, the Chinese Vice Premier appreciated the Pininfarina masterpieces on display in the Company's Museum and then visited the workshops where prototypes and small series are made. In particular, the Vice Premier was interested in deepening the experience of Pininfarina in the development of eco-sustainable cars, particularly for the Chinese market. Ma Kai had the opportunity to appreciate some of the most recent electric cars developed by Pininfarina, such as the Nido EV, a prototype fully designed and built in Cambiano, and the BlueCar, an EV car presented at the Paris Motor Show in 2008 with the Bolloré group, later adapted to the electric car sharing project launched in Paris and in other cities of the world including Singapore, Indianapolis and Turin itself. Finally, an entire family of hybrid and full EV vehicles developed for Hybrid Kinetic Group presented at the Shanghai Motor Show in April 2017 was shown to exemplify competencies and commitments of the Pininfarina Group in the field of New Energy Vehicles.



访问期间，国务院副总理亲临宾尼法利纳的展览馆欣赏其代表作，随后更到访其原型和小型部件制作工作室。马副总理特别对宾尼法利纳的可持续生态汽车发展的中国市场感到兴趣。今次马副总理欣赏了宾尼法利纳设计的部分最新的电动车，包括于坎比亚诺设计及制造的 Nido EV 原型，以及曾于 2008 年巴黎汽车展与 Bolloré 集团合作展出的 EV 车 - BlueCar，此车种其后更被应用在各个国际城市包括巴黎、星加坡、印第安纳波利斯



和都灵所推出的电动汽车共享项目上。马副总理最后更欣赏了公司为正道集团所设计，更曾于 2017 年 4 月上海汽车展展出的全系列混合和全 EV 车，强调宾尼法利纳的优势以及致力发展新能源汽车的承诺。



As a further confirmation of the link with China, just this week **Pininfarina** has been presented the **"Silk Road" Award** among the **2017 China Awards** organized by Italy China Foundation. Pininfarina has been awarded "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".

这星期，宾尼法利纳更荣获由意中基金会所颁发 2017 年中国奖当中的“丝绸之路”奖，进一步肯定与中国密不可分的关系。是次获奖是为表扬宾尼法利纳“自九十年代就在中国有着长远和明确的发展沿革，更于上海开设办公室和在近年间获得的丰硕的成就。同时，此获项亦表扬宾尼法利纳积极与国家主席习近平推行一带一路项目的国家建立和发展长久且有利的关系。”

PININFARINA IN CHINA 宾尼法利纳中国

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.

宾尼法利纳自1996年起为中国汽车制造商提供设计和工程服务，为首家意大利设计公司向中国提供此服务。自此，宾尼法利纳开始与多家生产商合作，包括中国航空科技工业股份有限公司（合肥）、奇瑞、广汽长丰、华晨汽车集团、北汽集团、江





淮汽车等，更成功发展多个商业汽车项目，包括首个由宾尼法利纳和东南汽车联合推出的DX7，以及于2016年出产的小型休旅车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.

2010年，宾尼法利纳汽车设计（上海）有限公司（PAES）正式成立，旨在上海建设卫星设计发展项目，为亚洲地区打造汽车战略镇地。现时PAES已发展为商业开发和设计创造的前哨基地，在Simone Tassi（总经理）以及意大利设计总监Carlo Bonzanigo的监督下，让其成为一支拥有30位专业且可信赖的多元文化团队，使得宾尼法利纳中国总部具有强大的国际性和全球视野，应对日益严峻的市场挑战。

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.

宾尼法利纳于本年初和正道集团所签下的贸易协议进一步确立公司投资中国市场的承诺。根据该协议，宾尼法利纳将支持正道集团于都灵发展的一个电动车项目，包括最初的设计概念和汽车发展、研发过程以至对批量生产所进行虚拟和物理验证。

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**.

于2017年的上海电动展，宾尼法利纳联其部分客户展示了整系列的环保电动车，再一次展示了公司结合造型研究和环境可持续性的出色能力，陈列了包括五坐驾的休旅车K550、七坐驾的休旅车K750和豪华轿车H600。

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**.

宾尼法利纳于亚洲的业务正续步由电动汽车扩张至相关的建筑和工业设计领域。去年3月，宾尼法利纳首个中国建筑项目正式宣布启动。其中亮点为位于顺德的悍高总部。整个项目的外墙设计到外围景观均由宾尼法利纳建筑一手策划。

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