

中国经济日报《中国经济信息》杂志社采访宾尼法利纳总经理西蒙·塔思

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Since reform and opening-up, China has developed into the most attractive investment destination all over the world. After entering into China, numerous multinational companies have made significant contribution to Chinese economic construction while making their own development achievements. By the 40th anniversary of reform and opening-up, To understand achievement of Pininfarina Automotive Engineering(Shanghai)co.,ltd , China Economic Information Press interviewed Mr. Simone Tassi, the Genetal Manger of China.



Interviewer: Please provide an introductory overview on your company's business and its current service scope.

Mr. Simone Tassi: Pininfarina has been DESIGNING EXPERIENCES since 88 years. With Purity, Elegance, Innovation at the heart of every initiative, Pininfarina focuses on design, engineering services, conception and manufacturing of products, to make our lives better.

Listed on the Stock Exchange since 1986, Pininfarina has offices in Italy, Germany, China and the United States. The Company's automotive clients include prestigious brands like Ferrari, Alfa Romeo, BMW, Toyota, among others. Giving a new twist to its long-term artisan tradition, Pininfarina continues to dedicate resources and talented people to realize unique models or very small runs offering collectors of unique cars the possibility of creating their own "dream car". Since the '80s, Pininfarina has been designing interiors and exteriors of high-speed trains, busses, rolling stocks, automated light rail cars, people movers, yachts, airplanes, private jets. Through Pininfarina Extra, founded in 1986, Pininfarina also represents today one of the most prestigious brands in Architecture and Interiors and Industrial Design with more than 600 projects realized and dozens of design awards achieved.



Interviewer:What major businesses have Pininfarina started, since it entered the China's market? Have you been partnering with any other businesses? What has the company achieved? Please specific your comments with an example of Pininfina's development in China.

Mr. Simone Tassi: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, Changan, Brilliance, BAIC, JAC, GAC, DFM and several NEV, 2 Wheels leading manufacturer 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. 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 over 40 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; moreover, Pininfarina Shanghai has established close cooperation with technical Partners. As a further confirmation of Pininfarina's commitment on the Chinese market, beginning of 2017 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. 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. Pininfarina will be present in Beijing Auto Show together with HK and other models designed for important manufacturer.

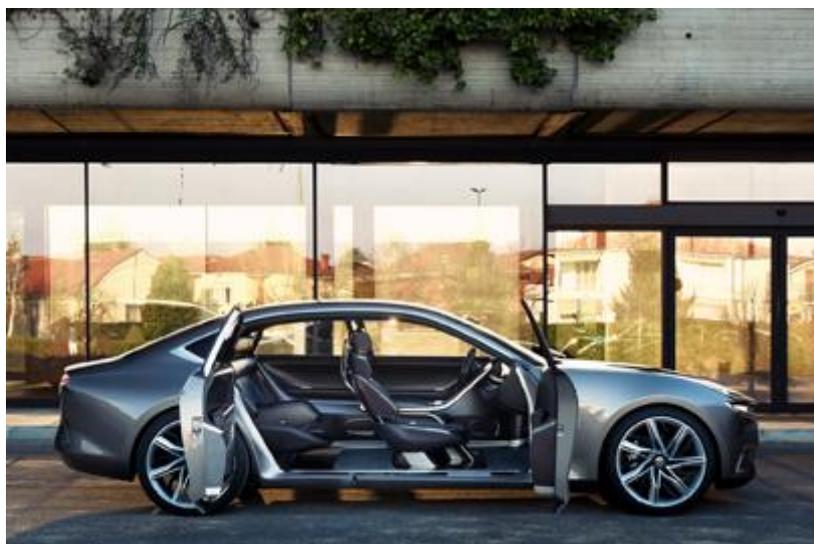
Interviewer: China is the world's biggest developing country with 1.3 billion population. Given the vast market potential, what is Pininfarina's competitive advantage in the face of the competitive market?

Mr. Simone Tassi: We believe that a long-term collaboration with a large design company like Pininfarina, organized and accustomed to the development of complex processes such as the automobile, is crucial of Chinese OEMs. To improve the brand value by design, you simply need a visionary design strategy and a well-defined positioning maintained over time. We think that the Chinese companies are realizing that, and our role is to help them. Look at what we did with Brilliance, helping them to build and reinforce their brand identity keeping in mind their culture, developing their product portfolio as well as a new design vocabulary for their brand. It is the same process we

applied to historic Western brands such as Maserati. The Maserati Quattroporte designed by Pininfarina in 2003 marked a new step of the prodigious rebirth of the Trident Brand fostered by the Ferrari-Maserati Group. The design for the future is also tightly linked to technology. The push towards alternative technologies, such as electric and hybrid engines, to enter a leveled off market must be accompanied by a strong style language. So, another Pininfarina's competitive advantage is our experience in the development of eco-sustainable cars, particularly for the Chinese market. The will of Vice Premier Ma Kai to visit our Company last December confirms the recognition of our brand in China as world excellence of Italian design and a reference in the field of sustainable mobility.

Interviewer: Outstanding business intelligence and management capability are essential to corporate competitiveness. Could you share with us your personal experiences and thoughts on this, with reference of your previous engagements?

Mr. Simone Tassi: Hard and constant work, investment in R&D and future innovations, team/managers capability and methodology and Passion is the key of our success. Management, Designers, Engineers, Project Managers, Sales all organized in one team to deliver an outstanding service to our Clients.



Interviewer: Given the excellent investment condition and enormous market potential, China has become the world's most attractive place for investments. Moving onwards, is your company looking forward to any strategic plans or adjustments in the future?

Mr. Simone Tassi:Let's first say that with an economy set to be the biggest on earth in a few years, the world's largest population, an expanding global presence in Africa, Australia, Latin America and the Belt and Road Initiative for central Asia and Europe, an assertively nationalistic one-party regime, China may well seem bound to dominate the 21st century.

China is already the biggest auto market in terms of vehicles production and number of manufacturers and, very important, thanks also to the vision of your president and his board, is becoming the most important hub in terms of innovation of mobility. Pininfarina's presence in China will be stronger and stronger. Our Shanghai office will grow in terms of human resources and our business in Asia will be expanding from automotive to architecture and industrial design too. In 2017 the first Pininfarina architectural project in China has been announced. The focus is on Higoold Headquarter, a building which will rise in Shunde. Pininfarina Architecture has authored the whole architectural project, from the façade design to the landscape. Further projects for the Chinese market, still confidential, will be unveiled soon.

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