

Pininfarina Shanghai grows and expands from cars to architecture and industrial design

从汽车到建筑和工业设计

宾尼法利纳上海正在发展与壮大

Chinese operations' business volumes and profitability continue to rise

Significant increase in the number of clients and employees

中国业务的业务量和利润率持续增长

明显表现在客户量和员工人数的增加

Shanghai, November 24 2018 – **Pininfarina Shanghai**, the Chinese design studio of the Pininfarina Group, celebrated today its growth with clients and media at the Pininfarina Showroom based in Lingkong Soho, Shanghai, at the presence of CEO of the Pininfarina Group, **Silvio Pietro Angori**. 上海, 2018年11月24日--**宾尼法利纳上海分公司**(宾尼法利纳集团中国设计工作室), 在上海凌空 SOHO 宾尼法利纳展厅, 与其客户及媒体一起共同庆祝公司的发展, 同时宾尼法利纳集团总裁 **Silvio Pietro Angori** 先生莅临现场。

Pininfarina has been the first Italian design house to provide styling and engineering services to Chinese car manufacturers from 1996 onwards. In 2010 **Pininfarina Shanghai** was set up with the aim of locating a design development satellite in Shanghai, the strategic Automotive site for the Asian area. Today Pininfarina Shanghai is a consolidated outpost of commercial development and design creation that can count on a multicultural team that gives the Chinese headquarters of Pininfarina a strong international character and a global vision in the daily challenge of an increasingly demanding market.

自 1996 年起, 宾尼法利纳就成为首家为中国汽车制造商提供造型与设计服务的意大利设计公司。2010 年, **宾尼法利纳上海分公司** 成立, 目的是要在中国进行定位设计开发, 成为亚洲地区战略性汽车基地。如今, 宾尼法利纳上海分公司是一个商业开发和设计创新的稳固前哨, 可以依靠一个多元文化的团队, 使宾尼法利纳的中国总部在日益增长的市场需求中具有强大的国际特色和全球视野。

Under the guidance of General Manager **Simone Tassi**, Chinese operations' business volumes and profitability continue to grow. The Q3 2018 key financial figures show an **increase by 76% of the revenue** on the corresponding period of 2017. EBITDA (gross operating profit) and EBIT (operating profit) show both a significant jump on the corresponding period of 2017. The profit for the period is four times that for the corresponding period of 2017. The headcount increased up to 50 employees and it is expected to further grow next year up to 80. 在总经理**西蒙塔西**的带领下, 中国业务的业务量和营利能力持续增长。2018 年第三季度关键财务指数显示, 与 2017 年同期相比, **营业收入增长了 76%**。息税折旧摊销前利润(营业毛利)和息税前利润(营业利润)均较 2017 年同期大幅增长, 是 2017 年同期利润的 4 倍。员工人数增加到 50 人, 并有望于明年增加到 80 人。

"In Pininfarina – says Tassi - we always study and search the ultimate and high-end combination of tradition and innovation in any product we design. Our mission here in China is to provide the community lifestyle with timeless beauty in every industry". 塔西称: “在宾尼法利纳, 在设计任何产品时, 我们一直在不断研究和寻找传统与创新的终极高端结合。我们在中国的使命是要在汽车、建筑以及工业设计领域为社区生活方式提供永恒之美。”

Pininfarina's Chinese subsidiary is today a design studio able to offer to the Chinese market a **360° range of design services**, from **automotive to architecture and industrial design**. Clients list has doubled in the last two years and includes Top 10 OEMs (such as Chery, Dongfeng, Changan, GAC, JAC and others) as well as new EV companies. Pininfarina Shanghai is able to support Chinese automakers from the sketching phase and design language definition to the delivery of showcars and concept cars. Highly



commercially successful vehicles have been designed for Chinese OEMs, such as the DX7, the first outcome of collaboration between Pininfarina and South East Motor-SEM, which was followed by compact SUV DX3. 宾尼法利纳中国分公司如今是一家从汽车到建筑和工业设计，可以为中国市场提供 360 度设计服务的设计工作室。过去两年，我们的客户名单翻了两番，包括排名前十的原始设备制造商（比如吉利、东风、广汽、江淮等等）以及一些新能源电动汽车公司。宾尼法利纳上海分公司可以帮助中国汽车制造商完成从草图阶段和设计语言定义到交付展示车和概念车这一系列动作。我们已经为中国原始设备制造商设计出了商业率非常成功的汽车，比如东南 DX7，它是宾尼法利纳和东南汽车合作后的第一个成果，随后，还推出了紧凑型 SUV DX3。

"China is the perfect place to express all our expertise and creativity in every sector," affirmed CEO of Pininfarina Group Silvio Pietro Angori. "I believe that, together with Chinese partners willing to innovate, we can create new icons of beauty as we did in our 88 years of history". 宾尼法利纳集团总裁 Silvio Pietro Angori 先生肯定地说：“中国是展示我们在各个领域所有专业知识和创造力的非常完美的地方。我相信，与愿意创新的中国合作伙伴一道，我们能够创造出美的新标准，就像我们在过去 88 年一直做的那样。”



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. For this client Pininfarina has already developed an entire family of electric cars confirming their joint effort to develop clean energy vehicles while at the same time continuing to refine the identity of Hong Kong's high-tech brand: H600 luxury saloon presented at the Geneva Motor Show 2017, K550 5-seater and K750 7-seater SUVs presented at the Shanghai Motor Show 2017, HK GT, fresh from the critical acclaim it recorded at the Geneva Motor Show 2018, the H500 saloon and the 4-seater K350 SUV unveiled at the Auto China 2018. 为进一步落实宾尼法利纳在中国市场的承诺，公司于 2017 年初宣布与正道集团有限公司签署贸易协议。为了这个客户，宾尼法利纳已经开发了一个完整的电动汽车系列，确认他们将共同努力开发清洁能源汽车，同时继续完善成为香港高科技品牌的定位：H600 豪华轿车在 2017 年日内瓦国际车展亮相，K550 5 座和 K750 7 座 SUV 在 2017 年上海国际车展亮相，HK GT，刚刚在 2018 年日内瓦国际车展上获得好评，H500 轿车和 4 座 K350 SUV 刚在 2018 年中国汽车展上亮相。

Pininfarina's business in Asia is now expanding from automotive to architecture and industrial design. Last October a strategic collaboration has been signed with Hisense, one of the largest consumer electronics and home appliances company in the world, in addition to other important collaborations with Chinese manufacturers into transportation and industrial design. 宾尼法利纳与 IMG 签署了有效期长达数年的协议，其中 IMG 被指定为自己的全球授权代表。鉴于 IMG 在中国市场地位稳固，同 IMG 结成合作伙伴关系必将令宾尼法利纳品牌用于精选的消费类别中，并把宾尼法利纳得过大奖的设计引入到范围更广的产品与消费品中，尤其是重点关注生活品类，包括高科技运动服、电子产品、汽车配件、家居用品、旅游用品和房地产项目。

In 2017 the first Pininfarina architectural project in China has been announced. The focus is on Higold Headquarter, a building that will rise in Shunde. Pininfarina Architecture has authored the whole architectural project, from the façade design to the landscape. 2017 年，中国第一个宾尼法利纳建筑项目宣布成立。目前的焦点是凯高总部，一座将在顺德兴建的大楼。宾尼法利纳建筑部完成了从外观设计到景观设计的整个建筑项目。

Thanks to the partnership with Reflex, last March Pininfarina also introduced in Shanghai Pininfarina Home Design, a journey into the Home Space that combines, for the first time, Pininfarina





heritage in furniture design with the innovative style in architecture and interiors. The Pininfarina Home Design Collection has been displayed in the first **Pininfarina Showroom in China** realized in collaboration with Reflex and Star Living. 由于与瑞福莱的合作，去年3月宾尼法利纳还在上海推出了**宾尼法利纳家居设计**，传承了宾尼法利纳在建筑设计和室内设计的创新风格，首次应用在家具设计上，走入家居空间。宾尼法利纳家居设计系列在与瑞福莱和星饰居国际合作的**中国首家宾尼法利纳展厅**展出。

Pininfarina is the first Company who has won 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. 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*". **宾尼法利纳**是首家获得中意基金会主办的**2017 中国大奖赛“丝绸之路”奖**的公司。在颁奖典礼上，最能抓住意大利和中国经济及文化关系所提供机遇的企业、机构、以及意大利和中国的知名人士齐聚一堂，由意大利首席执行官 **Silvio Pietro Angori** 在颁奖典礼上进行颁奖。他在激励词中写道，宾尼法利纳被授予该奖项：“是因为我们从上世纪 90 年代开始就在中国上海办事处开业，且业务得以长期的增长，以及近年来所取得的成绩。该奖项授予宾尼法利纳，也是为了表彰我们在发展的道路上与许多国家建立了持久并有利的合作关系，而这些国家都将成为中国国家主席习近平倡导并发起的‘一带一路’的领军国家。”



On December 2017 **Chinese Vice Premier Ma Kai** dedicated to Pininfarina a part of his private stay in Turin, confirming the Company's twenty-year commitment to China. "*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*". 2017年12月，**中国国务院副总理马凯**在都灵对宾尼法利纳进行了私人访问，确认了公司对中国长达 20 年的承诺。**副总理**在访问中声明“中国是世界上最大的可持续移动市场，我们生产全球 50%的电动汽车，2018 年目标是达到 70 万辆。我这次访问证实了宾尼法利纳在这一领域的专业知识和专门技术。因此，我们希望在不久的将来，这个著名的意大利品牌能够与中国政府建立双赢的合作关系。”

"*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 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*". **Angori** 总裁解释道：“马凯副总理访问我们公司的意愿对我们来说尤其重要。的确，这次访问证实了我们作为世界一流的意大利设计公司 and 可持续移动领域的一个参考，



pininfarina

PRESS RELEASE

我们的品牌在中国得到了赞誉。我们为中国汽车工业的发展做出了贡献。我们很自豪，因为中国领导人认可了我们对其国家 20 年的承诺。我们深深地感谢马凯副总理对宾尼法利纳的诚挚访问。”

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