

# PININFARINA SPECIAL TRIM

At the 76th Geneva International Motor Show, with the cooperation of the high prestige **Poltrona Frau** firm, **Pininfarina** proposes a particular interpretation of its current production: **Alfa Romeo Spider**, **Mitsubishi Colt CZC** and **Volvo C70**.

The special level of trim is intended to bond together three very different vehicles in a single language of colors and materials able to exalt the styling of the exterior and the shapes of the inside with the aim of creating a refined ambiance with strongly-marked Pininfarina DNA. For this purpose, Pininfarina has specifically developed a special opaque paint, trying to achieve a "frozen" effect that highlights the forceful personality of

the three cars. The unusual shade of color is obtained combining various amalgamated components and impalpable particles of glass. In this way, the surfaces stand out more effectively, exalting the distinguishing features of each vehicle. The cold color seems to absorb the energy of surrounding objects with an attractive light effects on the external sections. The same shade as the bodywork has been used for the rims with, however, in this case a gloss finish. Trim & Color has also pulled out all the stops for the interior where it cooperated with Poltrona Frau for manufacture of the leather. Everything rests on the interplay of black and white, two colors with a strong visual impact and

strongly-marked, almost graphic contrast. Classical, elegant, sporting and time-less colors and materials similar to Pininfarina's design. The upholstered parts, seats and inserts of the door panels are lined with specifically developed "full grain" polar white leather with smooth, latticed inserts. All crafted with double dark gray piping. The black trim of the series vehicles has been maintained for the facia and other rigid parts. "This special trim - declares **CEO Andrea Pininfarina** - also reflects the great care and attention the company dedicates to its customers' products in a constant search for new, always interesting distinctive elements able to exalt our creativity".



# VOLVO C70

With its exclusive three-part fold-away hard top, the new Volvo C70, an offshoot of the cooperation between **Pininfarina** and **Volvo Car Corporation** converts in less than 30 seconds from a sports coupe to an equally elegant convertible and vice versa.



# POLTRONA FRAU INTERIORS IN MOTION

Poltrona Frau - synonym of a style that has spread the culture of the beautiful as a source of aesthetic worth firmly rooted in the history of Made in Italy design.

A concept of luxury presented as quality and rewarding, long-lasting enjoyability. POLTRONA FRAU combines craft skills established over the course of generations with high technology to meet the full range of tailor-made requests, from short runs to large-scale operations. New functional efficiency is conferred on today's ways of living and getting around.

POLTRONA FRAU, in fact, has imbued other sectors with its furnishing ideals. It works hand in hand with leading architects and designers to meet every creativity, product and service requirement. In the automotive sector, its objective is unmistakable: to exalt comfort and raise quality standards. The company is currently serving leading international automakers, including Ferrari, Maserati, BMW and Toyota, and preparing



projects in co-design with leading players in this sector, such as the Pininfarina Group. Materials, shapes, comfort, all that constitutes the DNA of those who have always lived at the top of the range come up for close consideration.

POLTRONA FRAU's penchant for leather is reflected in the inimitable quality, long life, elegance, softness, touch-friendliness, colour and prestige of its products.

Pelle Frau<sup>®</sup> is the main component of its success. For Poltrona Frau, leather is much more than a simple design material: hide and leather are "material icons" to be used as the hallmark of elegance, prestige and quality. Materials that bring with them age-old values, where structure, surface, odour, everything leads to a distinct, indelible form of expression. Yet this does not in any way mean that traditional materials must be the same time and time again. For Poltrona Frau, hide and leather are topical materials that can deck themselves with contemporary values, such as those of the cars and furnishings in which they are used. To give hides a modern look, while retaining their original, distinct quality, Poltrona Frau has elaborated its own exclusive processes for the working of bovine hides.

The brand Pelle Frau<sup>®</sup>, in fact, is reserved for hides that combine impermeability and transpiration with resistance to rubbing and stains.

For Poltrona Frau, however, an **interior in leather** is not only valuable because it is made with quality materials that require complex processes, but also and above all because it demands a particular aptitude on the part of the user: the ability to take care of things, understand them and appreciate their unique and particular nature.