



## Press release

### THE CAR COACHBUILDERS' CREATIVENESS AT THE TURNING OF ITS 100 YEARS

#### *Officine Grandi Riparazioni in Torino host an Exhibition and a Workshop Organized by ANFIA to celebrate the Centenary of its Car Coachbuilders group*

Torino, 23<sup>rd</sup> May 2011 - Today, the event-day dedicated to the Centenary of ANFIA Car Coachbuilders Group took place in Torino at the Officine Grandi Riparazioni (OGR). As per Leonardo Fioravanti proposal, Chairman of this Group, ANFIA initiative - achieved thanks to the support offered by *Esperienza Italia 150*, as well as by the Chamber of Commerce in Torino, the City Municipality and Province, the Piedmont Region, the Italian Institute for Foreign Trade, the Unione Industriale di Torino (Employers' Association of Torino) and GL events Italia - is structured into two events: the Exhibition and the Conference, included within the Celebrations organized on the occasion of the 150<sup>th</sup> Anniversary of the Italian Unification.

The Exhibition of the Centenary - implemented to celebrate the Italian Car Design excellences - was officially opened today at the Italian Garden of the Torino OGR, and it will remain opened up to the 5<sup>th</sup> June 2011. At the Exhibition are on display some of the most prestigious concept cars designed by the associated members of ANFIA Car Coachbuilders Group: Autostudi with *C-Sport Qatar* - Bertone with *Jaguar B99* - Fioravanti with *Fioravanti LF1* - I.DE.A. Institute with *Era* - Pininfarina with *Sintesi* - SALT with *BMW Z4 sDrive35is Mille Miglia Limited Edition*.

The official opening session of the Conference was presented under the title of "*The Weight of Ideas: the unbearable lightness of being... creative*". To this event were present Anna Martina (Director of Culture, Communication and Promotion area of the Torino Municipality), Carlo Chiama (City Councilor, Chairman of the Public Works committee at the Torino Province), Antonello Angeleri (President of the 2<sup>nd</sup> Permanent Commission of the Regional Council of Piedmont), Daniele Vaccarino (Vice President of the Torino Chamber of Commerce), Francesca Zadro (Director of the Institute for Foreign Trade in Torino) as well as Gianfranco Carbonato (President of the Employers' Association of Torino). After a preliminary introduction addressed by Leonardo Fioravanti (Chairman of ANFIA Car Coachbuilders Group), some speeches were made, respectively by Marco Filippa (CEO of Bertone SpA), Silvio Pietro Angori (CEO of Pininfarina SpA), Chris Bangle (from *Chris Bangle Associates Srl* and past-Director of *Fiat Design Center* and past-Chief Designer at *BMW*), Silvia Baruffaldi (Department Head of the Italian magazine *Auto&Design*) and Gian Primo Quagliano (Chairman of Centro Studi Promotor-GL events), whereas Carlo Cavicchi (Senior Director of the Italian magazine *Quattroruote*) was the moderator of the session.

*"The main ground of the conference is far topical and cogent: we're here to celebrate the Centenary of the Car Coachbuilders Group in such a particular and demanding moment for our activity, like the present-day - declared Leonardo Fioravanti during his speech. The fact that the current values are confirmed on our territory is proved by the number of acquisitions already posted by the world-wide level automotive companies, and that are still ongoing.*

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*The large transformation in progress in all sectors of the automotive field make us think of a true innovative collocation requested to adequately evaluate our contribution in creativeness. The very last example that find us all for the first time united in synergy, like a company network, is represented by the project 'TRIS', concerning a "low cost" hybrid/electric vehicle, that was presented by ANFIA (in the framework of a strategic sector plan made of 23 Projects as a whole) to the Italian Ministry for Education, University and Research (MIUR) last June, further to the setting up of an institutional Working Table on the Automotive sector, called by the Ministry of Economic Development in collaboration with MIUR".*

*"We're delighted and honored to participate in the Centenary celebrations for ANFIA Car Coachbuilders Group - affirmed Marco Filippa - representing a very prestigious goal achieved by the Piedmont car district, a real strong point for the creativeness that is the peculiarity of the Italian products in the world. To reach this historical target, a great contribution has always been given by the company Bertone, that presents its model Jaquar B99 as an Italian première, just after coming back from the International Geneva Motor Show: it's not by chance that we too will celebrate, next year, our first century. The great enthusiasm of such outstanding and meaningful moments is, however, slightly obscured by some concern when thinking of the number of several members of the Group that we have little by little missed in these last years, also due to the lack of sustain which could have otherwise stopped this distressing loss. Should institutions or entrepreneurial forces do not join us in facing this situation through effective interventions in favor of our work, we will unfortunately witness - I'm really afraid of that - the end of prestigious names belonging to the Made in Italy, or that, at best, will go to abroad, and this sensationally occurred just these last weeks".*

*"The true role played by the Car designer - explained Silvio Pietro Angori - turns into its historical cycle that, on its completion, naturally comes back to its origins. Actually, we're going back to the production of real market niches, few hundreds of exclusive cars with great contents in terms of both style and technology, of which the archetype is development and production of electrical and hybrid cars, a concentration of extremely high technology and sublimation of the innovative style. We're returning to the fundamental role of those consultants working for the development of the brand identity of the company. We're also regaining the role of developers of ideas and innovation. Consequently, as far as Car coachbuilders are able to nourish these skills, they will not disappear from our horizon, having in mind that their existence does not depend only on their own capacity to adapt themselves to our days, but also on the sustain that the whole system will be able to give to the sector."*

*"Auto & Design has been dealing for 30 years with communication focused on 'the weight of ideas', by explaining the creativeness through the pictures and also by telling on interviews to car designers - so declared Silvia Baruffaldi. Actually, communication on car design has changed in these last three decades: now the media aspect is part of the project as from its start and the official press documentation always includes designs too, whereas once projects were generally shown on purpose to magazines like ours - just the same way as DVD movies include the work backstage. Also those means that are mediated by networks - from websites specialized in previews and designs to interviews filmed with designers - contribute to swift the attention from the object to the designer who created the object.*

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*There's a highly competitive spirit among Carmakers' style centers: the top level management of each brand's design are willing to become 'a brand', exactly as big Italian car coachbuilders have always been. However, what can't be improvised or pretended is car culture, which is lasting, together with the talent of creativeness, which is a basic gift belonging to those who have been making this activity for a hundred years".*

The speech delivered by **Gian Primo Quagliano** was mainly focused on the prospects relating to the car of the future, starting from analyzing the current trends: *"While the economic crisis is still heavily weighing on the Italian and the European markets, car sales are booming in the rest of the world and global prospects relating to the automotive sector are strongly growing. In this context there's a great space to dedicate to design which is going to play a basic role to reach some top-priority objectives like reduction in consumptions and air pollution emissions, safety, adoption of new fuels and new propellers, and infomobility".*

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## **ANFIA**

With over 280 companies, a turnover of around €60 billion/year and a total of about 130,000 workers, ANFIA - Italian Association of the Automotive Industry - is one of the leading Italian Trade Associations, members of CONFINDUSTRIA.

ANFIA mission is to ensure effective communication between the Italian motor vehicle industry on the one hand, and the Public Administration and Italian political bodies on the other, with regard to all technical, economic, fiscal, legal, statistical and quality-related issues referred to the automotive sector.

The Association is structured in nine product-based Groups, chaired by a President and governed by a Board of directors: Motor Vehicles, Sports and Special Cars, Car Coachbuilders, Buses, Motor Caravan Manufacturers, Commercial Vehicles Coachbuilders, Components, Trailers, Tires.

### **Car Coachbuilders Group**

**Chairman:** Leonardo Fioravanti

The Car Coachbuilders Group was born in 1911 as 27th Group of the *Lega Industriale torinese* (Turin Industrial League). Then, in 1912, the Group joined UIFA - *Unione Italiana Fabbriche di Automobili* (Union of the Italian Carmakers), from which ANFIA directly derives.

The features, dimensions and aims of coachbuilders, both large and small ones, have changed over the years in line with changes undergone by the car market.

Today the Group is made of 18 companies (12 in Piedmont, 2 in Lombardy, 2 in Latium and 2 in Emilia-Romagna) for a total of approximately 3,500 workers and a turnover of around 500 million of Euros/year.

The Group is divided into 3 sections, where member companies are included according to the principle of the prevailing activity:

**Styling & Design:** styling consultancy, production of models and showcars, design, prototyping and master models.

**Production:** production of vehicles, chassis, assemblies, production parts and tools.

**Conversions:** design and production of special commercial vehicles, civil and military vehicles, ambulances and armored plated vehicles of all types.

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