

PININFARINA
Direzione della Comunicazione

**68th TURIN INTERNATIONAL
MOTOR SHOW**
4^a RASSEGNA MONDIALE DELLO STILE

(June 10th – 18th, 2000)

Pininfarina is displaying on its stand at the 68th Turin International Motor Show:

FERRARI 360 SPIDER

Italian debut

COUPÉ FIAT

PEUGEOT 306 CABRIOLET

PEUGEOT 406 COUPÉ "70 anni"

Italian debut

MITSUBISHI PAJERO PININ

and the following concept cars:

ROSSA

world debut

METROCUBO

Furthermore the following cars are exhibited on the manufacturers' stands: Alfa Romeo Spider and GTV; Daewoo Tacuma; Ferrari 360 Modena and Spider, 456M, 550 Maranello; Coupé Fiat; Lancia k SW; Mitsubishi Pajero Pinin; Peugeot 406 saloon, 406 Coupé, 406 Coupé "70 anni", 406 SW, 306, 306 Cabriolet, whose bodies are either designed by Pininfarina, designed and built by Pininfarina, or are the result of the co-operation between Pininfarina and the manufacturers.

On the occasion of its 70th anniversary, Pininfarina has foreseen an historical area on its stand exhibiting the following cars:

FIAT 1500 CABRIOLET

CISITALIA 202

ALFA ROMEO GIULIETTA SPIDER

LANCIA FLORIDA II

FIAT 124 SPORT SPIDER

FERRARI TESTAROSSA

CADILLAC ALLANTÉ

PEUGEOT 406 COUPÉ "70 ANNI"

The Peugeot 406 Coupé "Pininfarina 70 anni" displayed at the Geneva Motor Show in March as a special creative interpretation has now gone into production. In fact the model on display at this year's Turin Motor Show will be on sale from October 2000 in a numbered limited edition equipped with the new 3-litre V6 210 bhp engine.

The most significant features on this new version include:

- a new body shade, that Hyperion Blue that was Pinin Farina's favourite colour and is combined here with either Tibet pale grey leather or a combination of Hades grey and Alezan natural hide in leather colour, as on the car you will find on the Peugeot stand which went into production in mid-May 2000;
- a radiator grille with chrome-plated horizontal strips;
- new wheels borrowed from the theme suggested by the 1997 Peugeot Nautilus research prototype, with Hades grey paint on the wheel covers to go with either of the body colours;
- upholstery in the new Tibet pale grey or Alezan natural leather together with:
 - pleated leather front and rear seats;
 - the Pininfarina logo imprinted on all four head restraints;
 - door panels and reinforcements in oblique-stitched leather and padded armrests;
 - two-tone leather steering wheel;
 - gaiter, gear and handbrake grips in leather, colour coded to match the interior trim;
 - wood-look mouldings on fascia and ashtray flap trim;
 - plate inscribed "70 anni Pininfarina" and the production number on the right hand moulding of the fascia;

- black cabin mats edged in the same colour as the upholstery;
- soft-touch paint finish on the central console.

In order to underline the exclusive character and refinement of this car, Pininfarina Extra and Ruspa Leather Goods Division have also designed and manufactured a collection of bags specifically for this model, colour-coded to match the two trim styles.

As for the production model of the Peugeot 406 Coupé, we would recall that it was previewed at the 1996 Mondial de l'Automobile and received several prestigious awards during 1997 and 1998. One of them was the 1997 "Most Beautiful Car in the World Award" in the Coupé class, others were the "Car Design Award" for best design of a production model in 1997 and the "Most Beautiful Car of the Year Award" in 1998.

These awards have confirmed since then the success of the 406 Coupé, designed, developed and manufactured by Pininfarina. Acclaimed by press and public alike, it has been a huge commercial success with over 60,000 sold to date in 72 different countries including all 15 EU nations.

Both the 406 Coupé and the 70th Birthday special edition combine the class of a Peugeot flagship with technical innovation, real personality and outstanding build quality. On the road the 406 Coupé turns out to be exactly as good as it looks combining a refined, ergonomically designed interior with performance, safety and comfort, quietly aerodynamic efficiency and sheer pleasure of driving it. This is a car that slips easily into top speed, yet is far more parsimonious with fuel than its scintillating performance would suggest.

The current range offers a choice of the 2-litre 4-cylinder 137 bhp and the new 3-litre V6 210 bhp engine, the latter particularly outstanding in both performance and fuel economy.