

PININFARINA
SERVIZI STAMPA

**THE LONDON
MOTOR SHOW**

(16th-26th October 1997)

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Pininfarina is participating in the London Motor Show, a motor showcase of increasing international importance, with three important products, result of the cooperation with the automotive manufacturers: the **Bentley Azure**, built in cooperation with the prestigious British Make, the **Coupé Fiat**, manufactured by Pininfarina as a complete vehicle and successfully marketed in the UK and the **Peugeot 406 Coupé**, a car that is now being marketed in the UK after being acclaimed by the international press.

Furthermore, the following cars are exhibited on the manufacturers' stands: Alfa Romeo Spider and GTV; Bentley Azure; Ferrari 550 Maranello, F355 Spider, F355 GTS, 456 GTA; Coupé Fiat; Peugeot 106, 306, 306 Cabriolet, 406 Saloon, 406 Coupé, 406 SW, 605, whose bodies are either designed by Pininfarina, designed and built by Pininfarina, or are the result of the cooperation between Pininfarina and the manufacturers.

PEUGEOT 406 COUPÉ

The great tradition of Peugeot-Pininfarina coupés continues with this new model, which underlines Peugeot's very significant decision to mark its return along with Pininfarina to a segment of the car market which, after a period of stagnation, is now enjoying renewed demand and image.

This new Coupé is strategic for the French Company because it is designed to be the new flagship, with a strong prestigious role in a range that is expanding and moving upmarket.

For this reason too, the industrial contribution offered by Pininfarina in the implementation of this project is extremely important because it is much more extensive and far-reaching than in the past. Not only the creative design of the new 406 Coupé has been entrusted entirely to Pininfarina, but, for the first time in its relations with the French Make, Pininfarina has also assumed greater responsibility for the product, undertaking development and mass production of the complete vehicle and not merely of the body.

Style

From the style viewpoint, the 406 Coupé reflects Peugeot philosophy, which Pininfarina has contributed to shape over the last forty years. The 406 Coupé is a car with a solid formal quality which reveals and interprets afresh the Make's cultural roots, a car that is the symbol of a timeless beauty, personality and identity which do not fade away, but on the contrary become worthier with the passing of time.

Development

From 1993 the development phase of the Coupé brought Pininfarina and Peugeot into close cooperation and team spirit was high: a specific project team, representing all the Company functions involved in the development of the new product, was set up at Pininfarina, adopting the Project Management Methodologies. The characteristics of the car as a whole are in line with parameters at the peak of the motor industry, and they ensure that it responds in full to the expectations of a prestigious luxury niche model like the Peugeot 406 Coupé.

Production

With the production of the 406 Coupé, for the first time Peugeot entrusted full responsibility for its new product to Pininfarina. The Company is facing this task with commitment, combining the experience that comes from its traditional know-how and the most advanced and tested working methods tried out since the early Nineties with the introduction of an Organisational Model based on the logic of Lean Production.

On the road the 406 Coupé proves to be a perfect blend of performance, safety and comfort, aerodynamic silence and enjoyable driving. The range includes a 1998 cc, 4-cylinder engine delivering 135 bhp-DIN, and a 2946 cc, 6-cylinder unit, delivering 194 bhp-DIN.