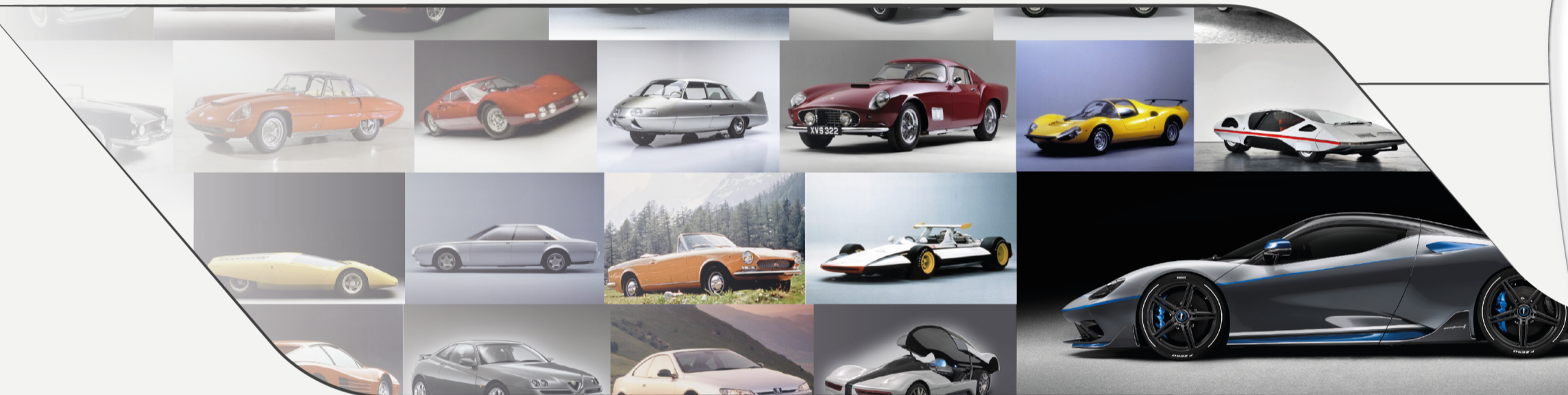
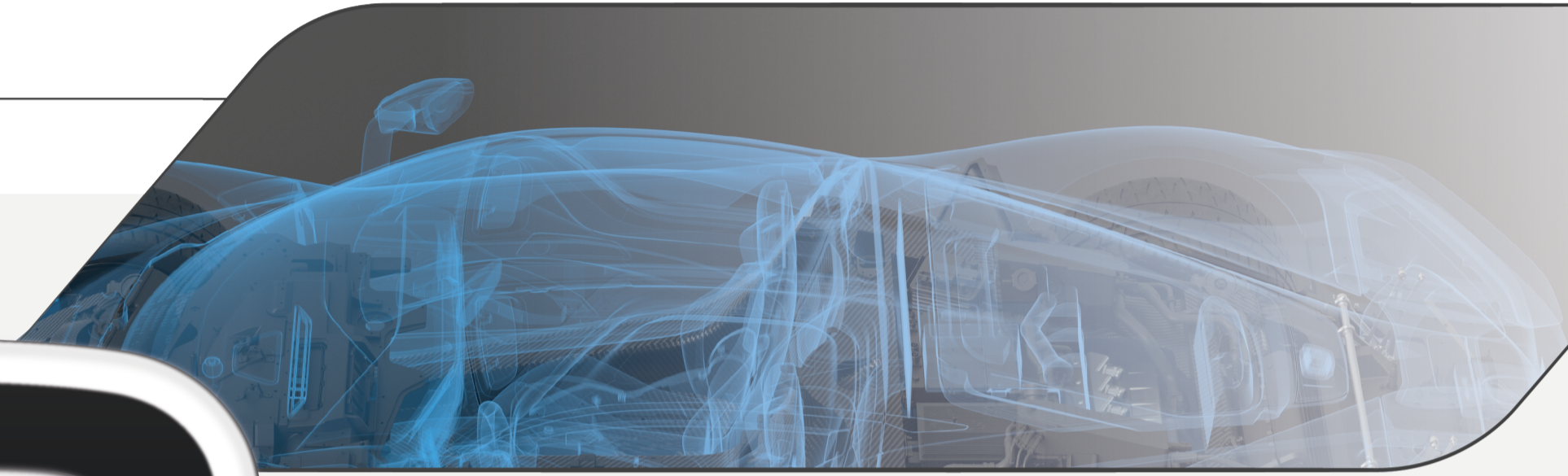


TRANSFORMATIVE PERFORMANCE

ICONIC DESIGN



ITALIAN ELEGANT INNOVATIVE



ELECTRIC CONNECTED EFFORTLESS



POSITIVE LUXURY



ARTISANAL RESPONSIBLE SUSTAINABLE

AUTOMOBILI PININFARINA

THE LEADING BRAND THAT CREATES EXQUISITE MASTERPIECES OF ICONIC DESIGN THAT REDEFINE THE STATUS QUO OF AUTOMOTIVE LUXURY AND PERFORMANCE FOR A NEW GENERATION OF PIONEERS

Jordy Moll
Paving the Way for Automobili Pininfarina Brand
Success: Brand Vision 2025
28th August, 2020
MSc Strategic Product Design

Committee E.D. van Grondelle (Chair)
S.C.M. Brand - de Groot (Mentor)
D. Connell, Chief Brand Officer (Company Mentor)
Company Automobili Pininfarina

