

Nov 20<sup>TH</sup>, 2024  
COMPANY PROFILE  
UNVEILING

PROD  
UCT  
DESIGN

*pininfarina*



PROD  
UCT  
DESIGN  
*pininfarina*



PROD  
UCT  
DESIGN

*pininfarina*

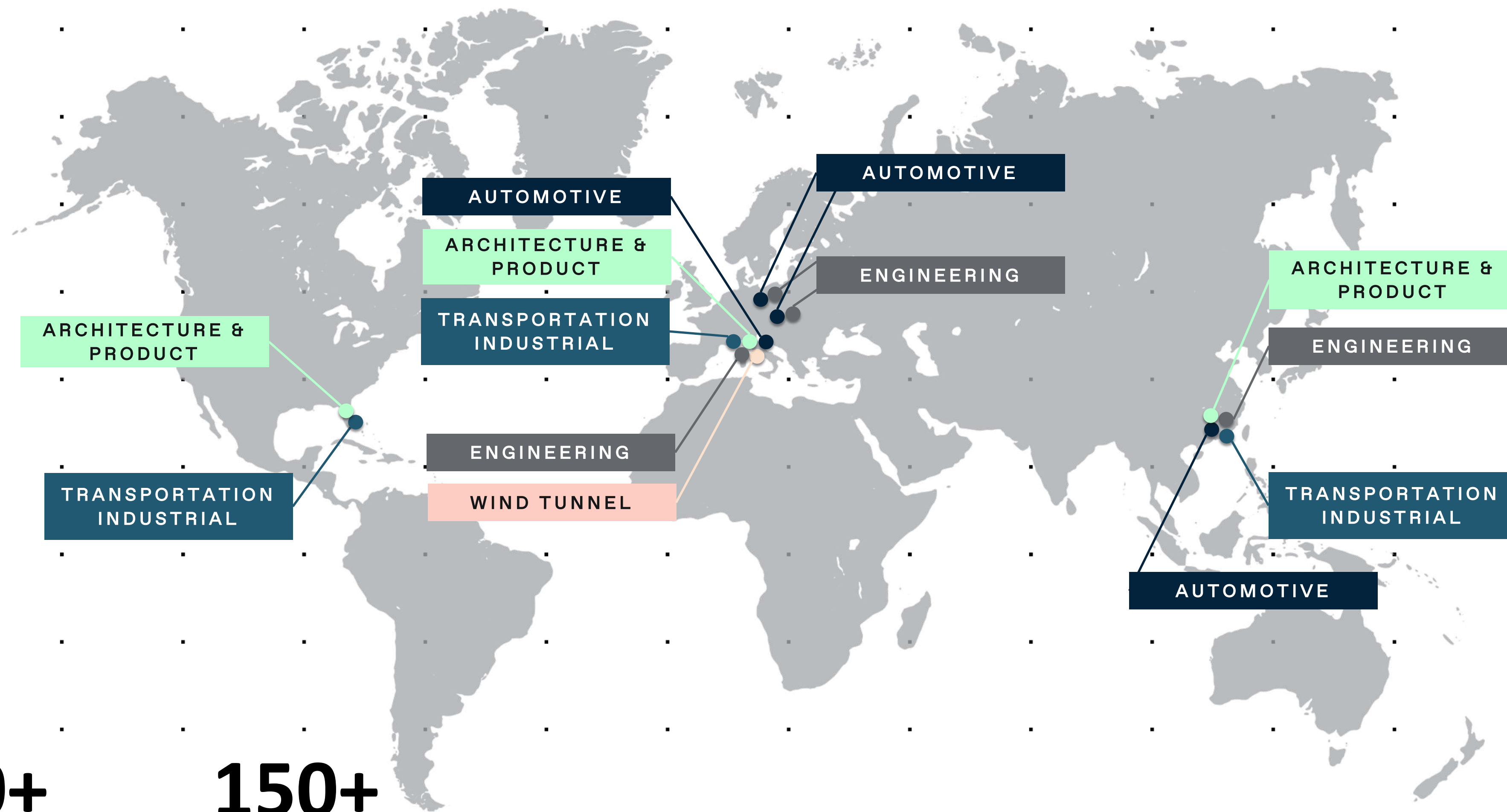


PROD  
UCT  
DESIGN

*pininfarina*

# Cross-Industry experience

# Global Network



**550+**

employees

**120+**

partners

**150+**

designers

# The Pininfarina brand

## Italian

Pininfarina embodies the allure of sophistication and style, deeply rooted in Italy's rich cultural heritage and synonymous with the glamorous lifestyle depicted in the Italian dolce vita.

## Iconic

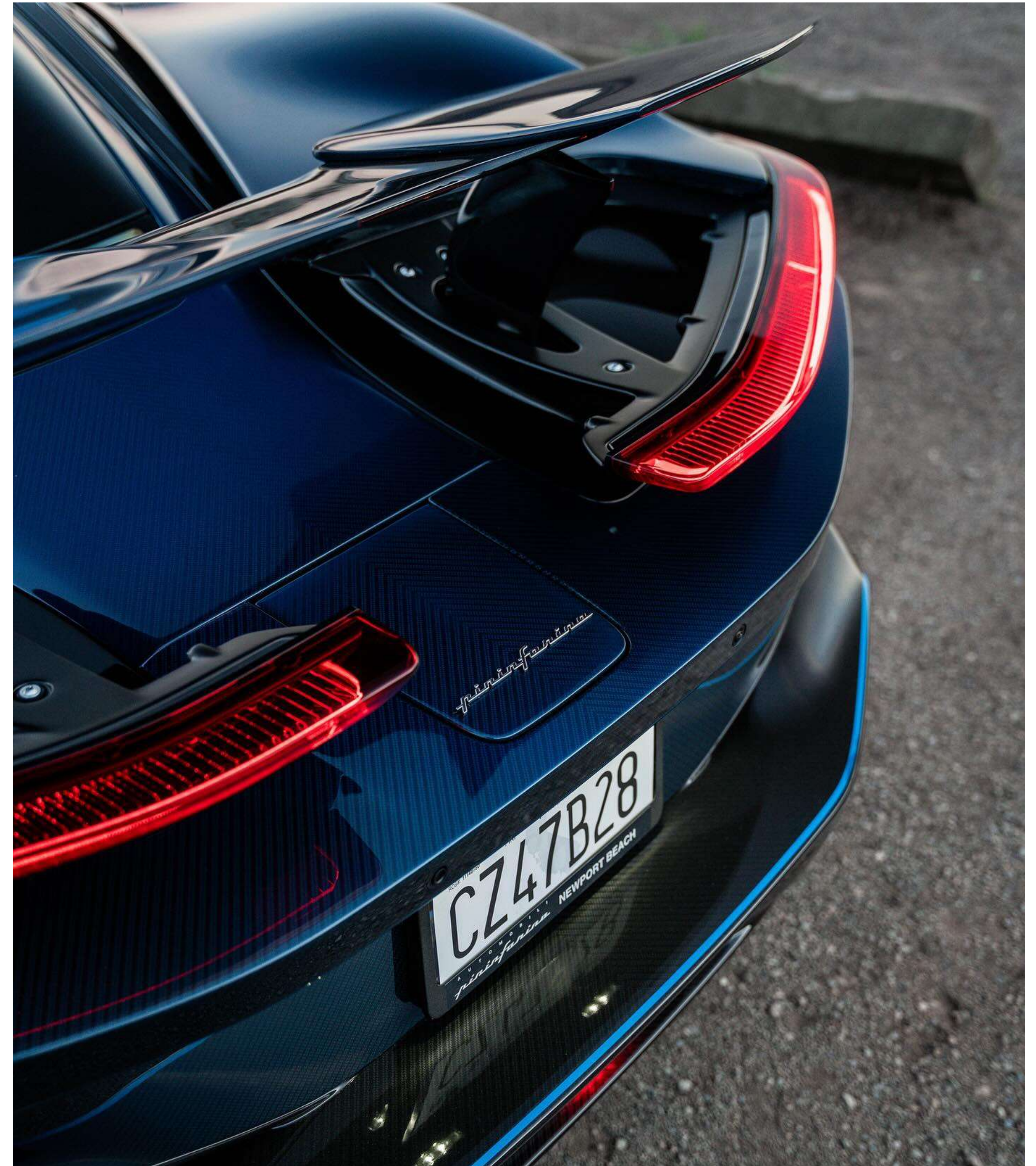
From timeless curves to wind-sculpted forms, Pininfarina's creations refines elegance and craftsmanship, leaving an indelible mark on the design world.

## Prestigious

Pininfarina's name stands for prestige and exclusivity, capturing the imaginations of enthusiasts and connoisseurs worldwide with its legacy of unparalleled elegance.

## Visionary

A visionary ethos extending beyond tradition boundaries, capable of inspiring groundbreaking solutions, setting benchmarks for design, sustainability, and technological integration across diverse industries.



# Pininfarina Product Design





beauty x performance = impact

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# Methodology

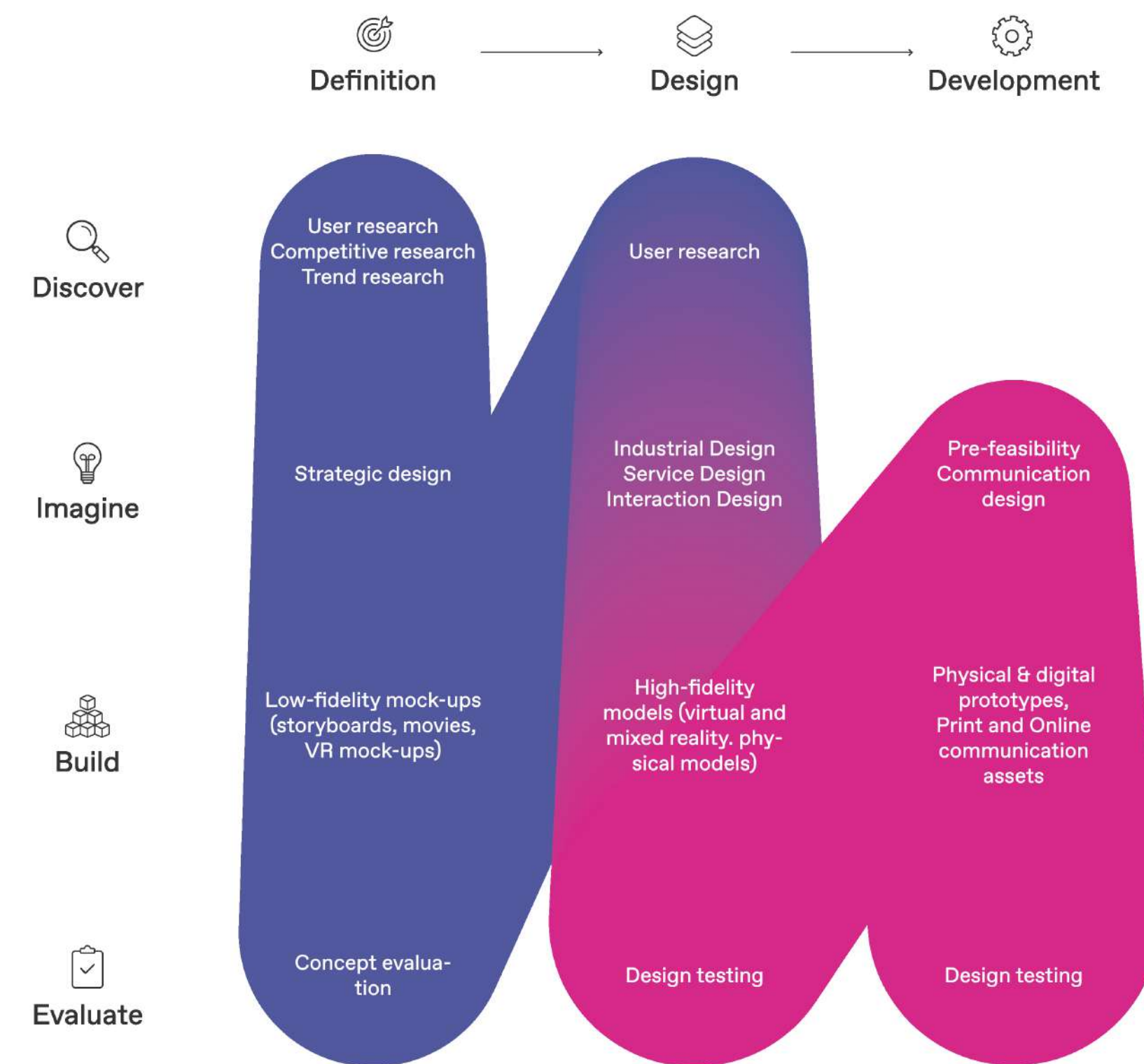
Pininfarina Product Design's methodology implies a **collaborative, iterative, and user-centric approach**, hence committing to a nonlinear cycle of improvements implemented – until thought fit – throughout every stage of project iteration.

The overarching objective is to meticulously define the **KEIs (Key Experience Indicators)** that ultimately become the benchmark for the success of the design efforts. These indicators are qualitative and require a thorough journey of exploration.

Strictly speaking Pininfarina has a matrix methodology where definition, design and development (of a project) cross over actions such as **exploration, imagination, construction and evaluation**. These are made to happen in several stratifications, or rather iterations. The approach of Pininfarina is divided in **4 main activities**:

- ✓ **Discover** to learn about the target user and context
- ✓ **Image** to translate the learning of the research into potential solutions
- ✓ **Build** to transform the potential solutions into tangible material
- ✓ **Evaluate** to listen feedback from customers and define valuable insights

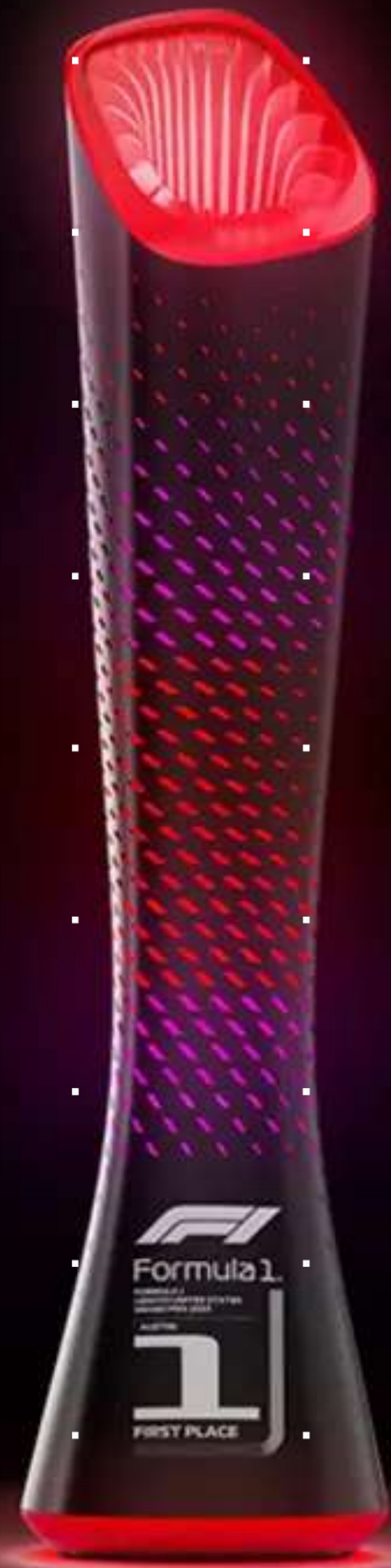
## The iterative design process



# PROJECT SELECTION









QAT  
AIR

Formula 1.  
FIRST PLACE

TAG  
HEUER

RAUCH

BYBIT  
HONDA

ORACLE

Red Bull





 **FORMULA 1**  
LEONARDO CRIVELLI  
GRAND PRIX 2024  
SANGRETTA 



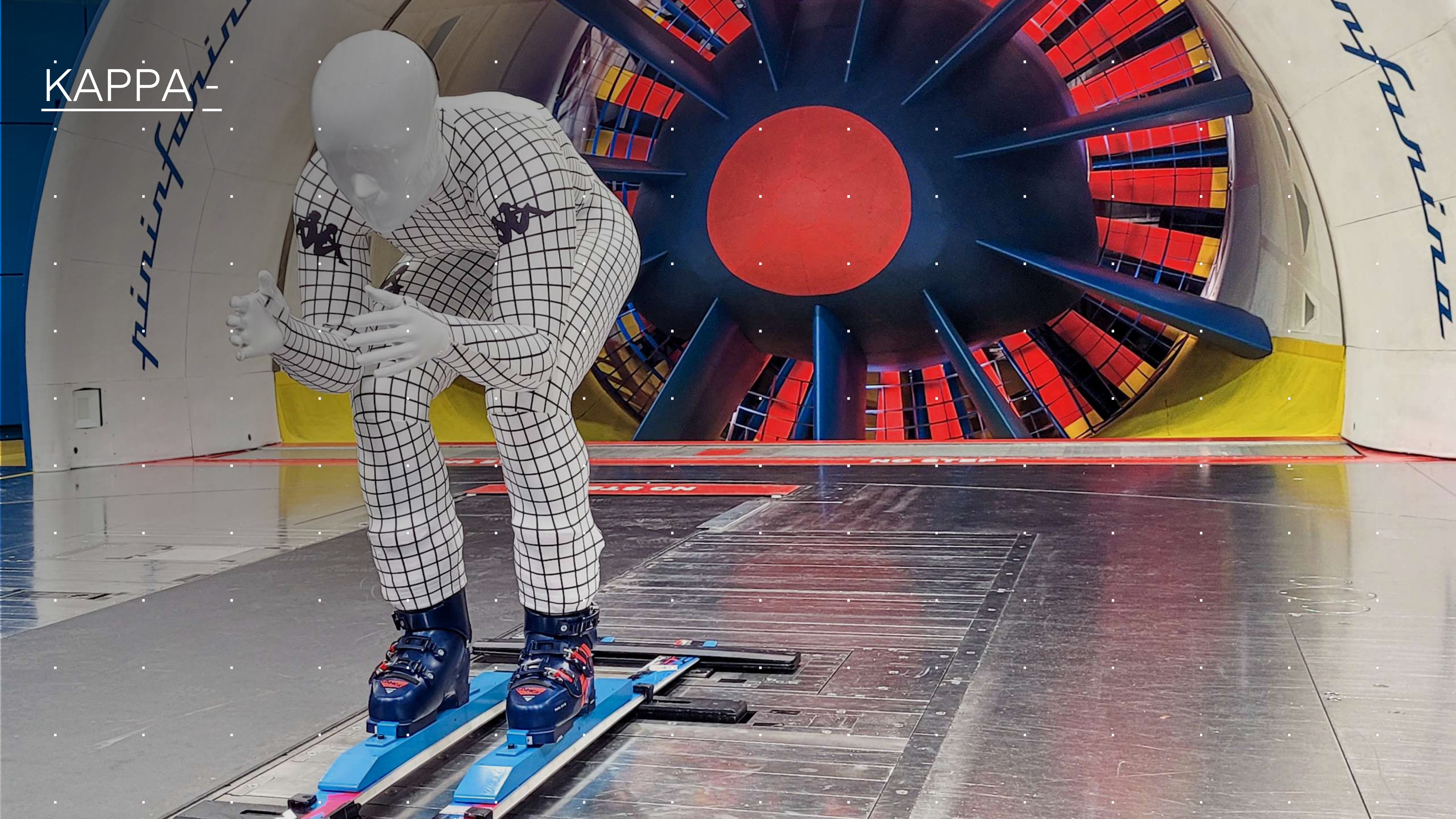




CONFIDENTIAL



KAPPA





# LEITNER CRYSTAL RIDE CABINS



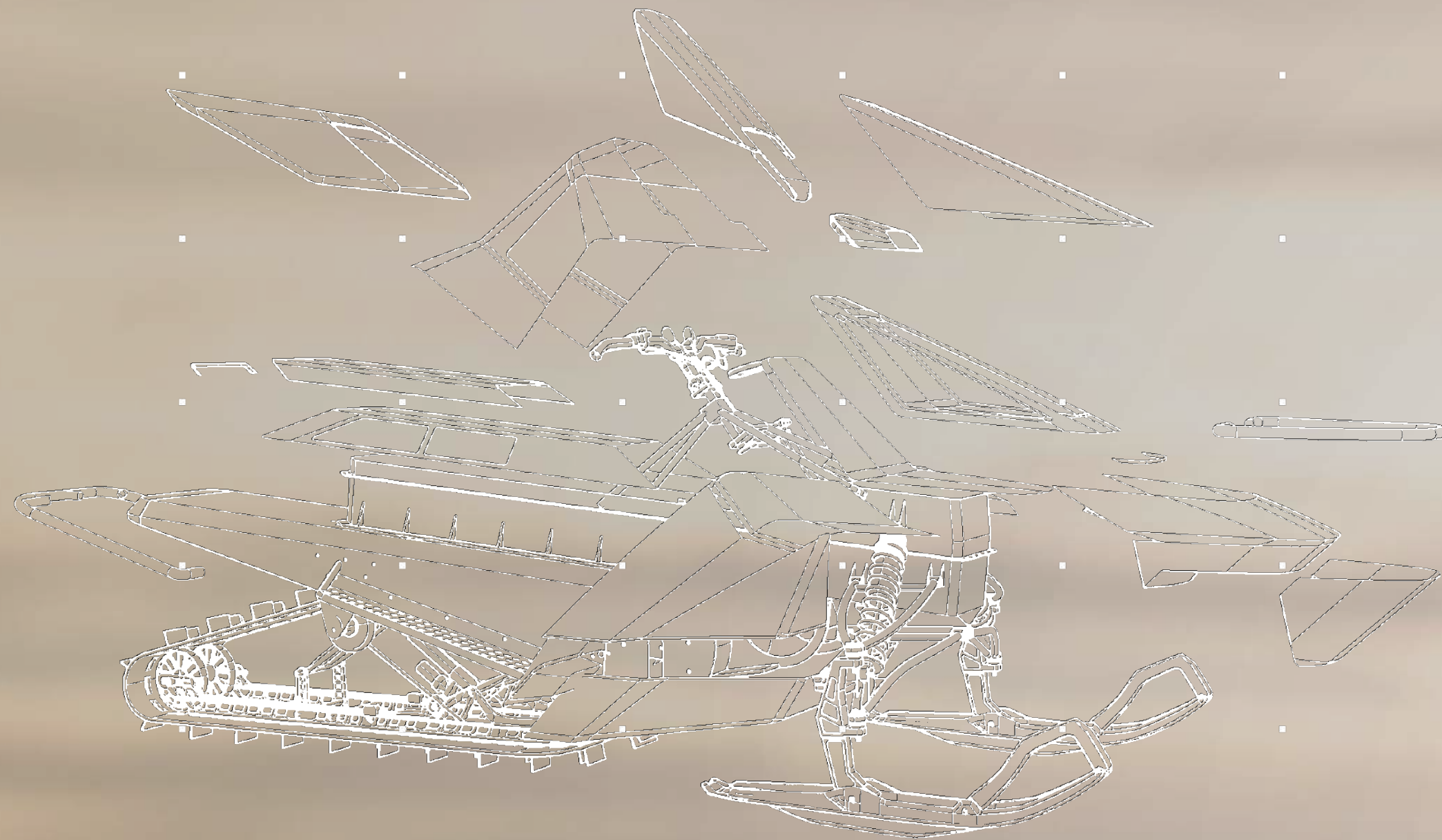
# LEITNER PREMIUM STATIONS



# SUSTAINABILITY-DRIVEN APPROACH



# SUSTAINABILITY-DRIVEN APPROACH





# MASIMO \_ FREEDOM SMARTWATCH



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[pininfarina.com](http://pininfarina.com)

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