



PININFARINA TAKES CENTER STAGE AT THE GENEVA INTERNATIONAL MOTOR SHOW

Debut of “Enigma GT”, the forward-thinking Design Study.
On display the Pininfarina-designed electric urban crossover Foxtron Model B

Geneva, February 26 2024 – Today Pininfarina takes center stage at the reborn **Geneva International Motor Show**, embodying the spirit of cutting-edge design and the future of mobility. Embracing the ethos of the **Design District**, Pininfarina’s exhibition space is a **hub of comprehensive design solutions**, affirming the brand’s prowess in seamlessly integrating a complete spectrum of services to support the automotive industry.

Beyond showcasing physical and virtual designs, Pininfarina introduces something unique in the Design District – its **Design Center**. Visitors are invited to immerse themselves in an experiential space where they can test first hand **Pininfarina’s state-of-the-art design tools and holistic skills in style, aerodynamics, and User Interaction**. A way to experience how design

is developed in an advanced style center today: highlights include the ergonomic buck Cellula, a tool for the various phases of a new vehicle development, and an immersive Virtual Reality experience, which shows how Pininfarina works on exteriors including aerodynamic requirements.

“Pininfarina’s participation in GIMS 2024 – states **CEO Silvio Angori** – reflects our belief in the automotive industry, our tradition of presenting visionary concepts, and our commitment to supporting the industry’s evolution. As always, Geneva is a moment that enables us to articulate our vision optimally, synthesizing all our stylistic and functional skills. This includes fundamental technical aspects from our history, such as aerodynamics and the ▶



integration of the most suitable propulsion systems, combined with the lightness of our style.”

At GIMS 2024 Pininfarina unveils the **Enigma GT**, providing a glimpse into the company’s forward-thinking mission. It’s a fully virtual **Design Study** exploring the intersection of beauty and technology, symbolizing the initiation of a thought process that will be further developed by Pininfarina, in view of its 95th anniversary in 2025.



“The Enigma GT – says **Felix Kilbertus, Chief Creative Officer Pininfarina** – is a beginning of sorts, something still a little mysterious, a first step in solving a tricky problem. We set out to offer a fresh perspective on what everyday driving pleasure might mean for a new generation. We decided to start by exploring one of the best automotive canvasses around: a contemporary GT, a 2+2 with desirable, exotic looks, done the Italian way – the Pininfarina way – exuding purity of design, elegance, and Italian flair. It is an ongoing study, an optimistic work in progress that speaks of our confidence in the future and the charm of the automobile. It is an open invitation to re-invent the future together”.

In its approach to the Enigma GT design study, Pininfarina blended unique characteristics:

- a **2+2 seater configuration**, coupled with a high performance mid-rear engine layout. The overall dimensions are inspired by the search for compactness, for the benefit of efficiency and coherently with the GT character, with a relatively long wheelbase enabling the 2+2 interior roominess;
- a powertrain technology aimed at a very efficient combination of weight containment, driving fun, and sustainability. Pininfarina’s technology neutral approach led its designers and engineers to adopt a **hydrogen-powered internal combustion engine** driving the rear wheels, coupled with an electric motor at the front axle. This configures an AWD (All-Wheel Drive) setup, very consistent with a high performance GT car;
- the mid-rear engine layout has allowed for the **optimization of the aerodynamic** study of the front part of the vehicle and the minimization of the frontal area. Along with the extensive use of active aerodynamic elements and a careful study of the underbody fairing of the vehicle, Pininfarina has achieved an extremely efficient aerodynamic configuration, combining minimal drag with significant downforce.

The new vehicle will be put into production and ready to start shipping at the later stage of 2024 expecting to expand production moving towards 2025. The first units are already signed for by the testing partners but there are still many opportunities to sign up and pre-book a Vidde snowmobile. The product is expected to start delivery with a price tag of € 26.200. ▶

In addition to the Design Study, at Geneva 2024 Pininfarina also displays its capabilities as an **ideal partner for companies introducing new technologies and ventures**. An exemplary collaboration is with **Hon Hai Technology Group ("Foxconn")**, one of the world's largest technology manufacturers and service providers. After internal events at Foxconn, their electric urban crossover **Model B – designed by Pininfarina** under the **Foxtron** brand, a subsidiary of Foxconn – makes its debut at an international motor show in a new graphic design.

"This collaboration – adds **Angori** – leverages Pininfarina's expertise in aerodynamic efficiency through Wind Tunnel testing and a seamless user experience through interior design and Human-Machine Interface (HMI) competences. The Model B perfectly symbolizes our commitment to dressing technology in a package that captivates the eye. The Model B is not a show car; it is a product vision based on an architecture that the customer is already developing."

The Model B is in fact based on the platform of a Foxconn's production model, the Model C, but with changes to the platform size and a new body design. Its S-duct design, the streamlined roof, and the innovative air curtain on the D-pillar greatly reduces air turbulence. This allows the Model B to achieve a drag coefficient of 0.26. As a personalized urban car, the compact 4.3-meter Model B has a cruising range extending up to 500 kilometers and uses a 2.8-meter wheelbase to fashion a comfortable and spacious cockpit.



Drawing inspiration from the iconic logos of Pininfarina and Foxtron brands, the new graphic design of the Model B unveiled in Geneva shows elements that gracefully converge towards the rear, creating a captivating wave that follows the car's silhouette, evoking a profound sense of dynamism. In the pursuit of purity, the choice of matte white accentuates the sleek and fluid contours of the concept.

Visitors to the Pininfarina space at GIMS 2024 will have the unique opportunity to immerse themselves in the world of a globally recognized design partner, gaining firsthand experience with state-of-the-art design tools. From Pininfarina's core automotive design capabilities to Human-Machine Interface development to aerodynamic research and small-scale production capabilities.

**Join us at Palexpo, Design District, Hall 4,
Ground Floor, from February 28 to March 3. ▲**

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