



pininfarina

QUALITY POLICY

Pininfarina is an internationally renowned design house, emblem of Italian style in the world. With over 90 years of experience, it is a flexible partner able to offer competitive services and products based on the values of the brand: purity, elegance, innovation. Its activities focus on design, architecture, engineering services and the design and construction of unique or very small series cars.

The primary objective of the Company is the satisfaction of our Customers, through the excellence of our technologies and of our employees, in full compliance with the mandatory rules concerning the product, the laws in force concerning work safety and environmental prescriptions. The means by which we intend to achieve this goal is an effective and efficient Management System that promotes Quality, in the broadest sense of the term, through the involvement and commitment of all company resources.

In this sense, the Quality Management System of Pininfarina SpA, through a clear definition of roles and competences, makes everyone responsible in order to ensure that, within the scope of their duties, everyone feels to be the guarantor of the actions to be implemented to satisfy the Customer and in the pursuit of continuous improvement of company performance in terms of Quality, Costs and Level of Service.

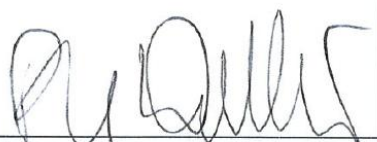
The commitments of the Quality Policy are translated into a Quality planning which allows Pininfarina S.p.A. of:

- Identify and translate our customers' expectations (including the mandatory product and process requirements) into concrete and measurable internal objectives;
- Measure the level of performance obtained on products and processes, applying any corrective and / or preventive actions;
- Ensure the priority of the quality of the product / service provided in case of conflict with other interests;
- Promote Continuous Improvement of products and processes.

The Management undertakes to check, at least once a year, and the adequacy of the Quality Management System and to provide indications on any corrections and / or improvements to be made to the structure of the Quality System. On this occasion, it verifies the achievement of the annual Quality objectives, analyzes any deviations, re-examines the Quality Policy and, if necessary, updates them.

The dissemination of the Quality Policy and the awareness of the internal objectives is ensured by the Quality Management System Manager, who ensures the consistency between the procedures implemented and the general objectives of the company, through the performance of internal verification activities and by the Human Resources and Organization Department, through the activities formalized in the annual training plan.

With great sense of continuity and with the capacity for continuous improvement and innovation, I am sure that the evolution of philosophies and company procedures will be the new lifeblood every day to increase creativity and the involvement of human resources in order to obtain qualitative results always best.



Paolo Dellachà
(CEO & GM di Pininfarina S.p.A.)