



## **Aurora and Pininfarina: two Turin firms renowned for their excellence in the field of design**

**Aurora**, the Turin-based firm that has specialised in the creation of writing instruments and luxury goods since 1919, presents its new pen designed by **Pininfarina**, a name recognised the world over.

The **partnership between Aurora and Pininfarina** stems from their shared devotion to classical harmony, elegance and sobriety, values that both firms passionately and enthusiastically pursue and thanks to which they are recognised throughout the world as **leading** examples of **Italian** quality and style.

The Aurora for Pininfarina is produced in the single **rollerball** pen version, featuring an elegant **chrome-plated cap** decorated with the Pininfarina logo and a **polished black resin barrel**.

The pen, which is not currently available to the public, is a gift for **Pininfarina's** customers and leading **personalities**. Delicate craftwork and materials of prestige, along with the Pininfarina logo, made this a unique and valuable **luxury object**.

The exclusive pen comes in a refined pearl grey presentation case with a streamlined design, made even more prestigious by the Pininfarina logo.

In the words of Andrea Pininfarina, it is *"an exclusive object that we asked Aurora to create because, although both companies are well-established on the international markets, we are committed to promoting and enhancing Italian creativity and in particular that of Turin"*.



**Aurora:** a leading company in the production and sale of **quality writing instruments, fine leather goods and a refined stationery collection**. Founded in Turin in 1919, Aurora has become part of the history of writing instruments, thanks to its ability to combine **leading edge design** and the best Italian craftsmanship. A rich cultural legacy and a long tradition of success have made Aurora's writing instruments and leather goods true masterpieces of Italian craftwork, recognised and esteemed the world over.

**Pininfarina Group:** founded in 1930, Pininfarina is a leading supplier of services to the automobile sector, providing creative solutions based on its know-how and flexibility in each stage of **design, product and process engineering and niche vehicle production**, acting as a full-cycle turnkey partner or provider of specific services. The company has over **3000 employees** and offices in **Italy, France, Germany, Sweden, Morocco and China**. Pininfarina's current production range includes 5 new models: **Volvo C70, Alfa Romeo Brera and Spider, Ford Focus CC, Mitsubishi Colt CC**. Other **customers** include: Ferrari-Maserati, Peugeot-Citroën, Renault, Jaguar, Honda, Daewoo, Hyundai, AviChina, Brilliance, Chery, Changfeng, JAC. **Pininfarina Extra**, founded 20 years ago, is the division of the group dedicated to **product design**; its customers include Motorola, Jacuzzi, Lavazza, Snaidero and 3M.