

## ITALDESIGN PRESENTS NEW CORPORATE LOGO

- The Moncalieri-based company's new brand image is making its world debut at the Geneva International Motor Show
- The graphic evolution reflects the successful entrepreneurial story, marked by constant and continuous progress and growth

Geneva, 1 March 2016

Italdesign's new corporate logo is making its world debut at the Geneva International Motor Show.

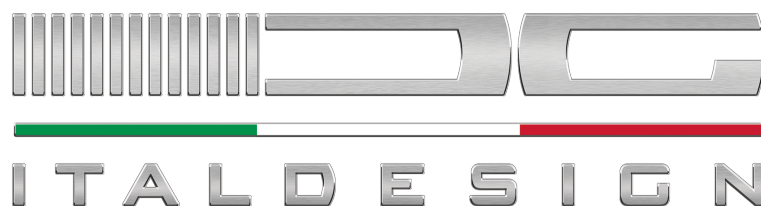
The new logo pays tribute to Italdesign's roots, those planted by Giorgetto Giugiaro and Aldo Mantovani in 1968 to create a research and development centre studied, observed and highly respected by design and engineering professionals throughout the world.

The styled letter 'G', which is combined with the 'I' and 'D', featured on the pictograph ever since 1968, is a tribute to Mr. Giugiaro.

The logotype re-introduces the company name 'Italdesign', a name that sums up **the company's values and missions: 'Italianess'** — and the cultural, creative, methodological, innovative and quality heritage that has always characterised Italian products — **combined with 'design'**, in the true British sense of the word, namely a perfect combination of style and planning, form and functionality.




The Italian heritage is enhanced by the addition of the Italian tricolour joining the two parts of the new logo.

"In its forty eight years, Italdesign has evolved and grown without ever losing sight of its roots, or changing its mission: to serve the automotive world, assisting major manufacturing companies with design, planning, industrial development, right through to validation and type approval" declares Jörg Astalosch, the company's CEO "with our new logo we want to highlight our projection into the future, with our history as added value, continuing to produce exceptional products, just like those created over the years for international manufacturers, products that have entered into the collective imagination and into the everyday lives of each one of us".



## Evolution of the Italdesign logo between 1968 and 2015.

Over the years, Italdesign Giugiaro **has evolved and expanded in terms of the services supplied and the number of its employees, plants and operating premises, and the logo has changed accordingly:**

<p style="text-align: center;"><b>13 February 1968</b></p> <p><b>Giorgetto Giugiaro</b> and <b>Aldo Mantovani</b> launch their own business. The new Studio provides its services directly to the car industry offering a professional team with experience in the creative and engineering fields, construction of models and prototypes, design of dies and tooling for industrialisation, as well as advice on production methodology. The company's name and logo are intended to be easily identified and to convey its distinctive credentials and mission: <b>Ital Design.</b></p>	<p>On the graphic level, the 'I' and 'D' are aligned with the <b>Ital Design</b> logotype</p> 
<p style="text-align: center;"><b>1969</b></p> <p>The logo undergoes a transformation</p>	<p>The 'I' and 'D' are re-stylised and the <b>Ital Design</b> wording is positioned beneath the two letters set in 'block type'. The letter 'I' is defined using the vertical 'sticks' for the first time. It starts off with 17.</p> 
<p style="text-align: center;"><b>1987</b></p> <p>The company name changes to <b>Italdesign</b> and so the logo also contains the two combined terms.</p>	<p>The 17 vertical 'sticks' drop to 13. These still exist today and relate to the date the company was set up.</p> 
<p style="text-align: center;"><b>1999</b></p> <p>The Company is listed on the Italian stock exchange and changes its legal name into <b>Italdesign Giugiaro</b> S.p.A. The logo changes accordingly.</p>	<p>The logo undergoes a radical change with 'Giugiaro' written under the two stylised letters. From the traditional use of black, the brand now combines two colours, red and grey</p> 