

## ITALDESIGN CELEBRATES ITS 50<sup>TH</sup> ANNIVERSARY AT PARCO VALENTINO

- **Italdesign starring in the fourth edition of Turin Auto Show Parco Valentino, 6-10 June**
- **Thirty cars, including styling models, production models and research prototypes, exhibited in the courtyard of Castello del Valentino and along the boulevards of Parco Valentino**
- **An app dedicated to Italdesign's fifty years recounts anecdotes and curious facts about the models on show**
- **Six fan clubs and about two hundred cars from all over Europe are expected**

Moncalieri, May 29 2018

The programme of events celebrating Italdesign's fiftieth anniversary gets into full swing, at the fourth edition of **Turin Auto Show Parco Valentino, which will be held from 6 to 10 June.**

**Italdesign's** presence at the Turin Show will be organised in a variety of places and at different times, so that the greatest number of fans can take part in the numerous initiatives.

Italdesign's latest creation will be displayed, **in a national preview**, from 6 June and throughout the event, inside the stand located along Corso Massimo D'Azeglio.

**Pop.Up Next** is the next stage of the Pop.Up project: an integrated and modular solution for sustainable mobility in the cities of the near future. It's the outcome of Italdesign Development of Integrated Mobility Solutions Department, developed in collaboration with **Airbus** and **Audi**, it combines a passenger capsule, a ground module and an air module to offer a seamless travel experience able to alleviate the problems of city traffic congestion. Pop.Up Next adopts an Artificial Intelligence system and level 5 autonomous driving standards, is fully battery-powered and has electric propulsion.

### **Thirty cars for fifty years of history**

**Thirty prototypes and production models** that have marked the history of Italdesign and, in many cases, also that of mobility, will be on show inside the courtyard of **Castello del Valentino**, throughout the event. Visitors to the Show will therefore be able to see close up and first-hand authentic legends like the **De Lorean DMC 12**, immortalised for ever on the large screen by the *Back to the future* trilogy, the **Golf GTI** which, between the Seventies and the Eighties was the dream of generations of newly qualified drivers, or the **Fiat Panda**, here in the "safari" version in the 4x4 Strip concept.

In addition, visitors will be presented some prototypes that in the Eighties and Nineties offered solutions to the already pressing traffic problems in city centres: the **Biga** (1992) was designed for car sharing long before the term was invented, the **Megagamma** (1978) was actually the first one-box in the history of the car, whilst the **Capsula** (1984) proposed a revolutionary idea, whereby the same chassis could be kept and the vehicle transformed with just a few operations from a car to a tow truck, ambulance or minibus by changing its bodywork.

There will also be the first prototype wholly developed by Italdesign, the **Bizzarrini Manta**, which was **built in just forty days** so that it could take part in the 1968 Turin Motor Show, which was held just three months after the company was founded.

### **Mostra dei prototipi (Prototypes Show)**

Within "Mostra dei prototipi", Italdesign will display the 1:1 scale styling model of the Alfa Romeo Brera prototype, elegant yet essential coupe that in 2002 was awarded the Compasso d'oro, and the Volkswagen W12 styling model; W12 was a concept car built in several units and developed between 1997 and 2002 which holds the 24 hours speed world record: in 2001 it signed an impressive average speed of 322.891 km/h.

### **Italdesign50: the history in an app**

The Show has also been the occasion for developing **Italdesign50**, an app for mobile devices, both Android and iOS, which gives the history of each of the models exhibited inside the courtyard.

Visitors will be able to download the app free of charge from the relevant stores and view a fact sheet for all the models displayed inside Castello del Valentino directly on their smartphones. A fact sheet will give a brief account in Italian and English of each car's history, technical specifications, curious "behind-the-scenes" facts, as well as images, preparatory drawings and exclusive videos kept in Italdesign's archives.

The models exhibited and featured in the app are: Bizzarrini Manta, Golf GTI, Lancia Megagamma, BMW M1, Fiat Panda 4x4 Strip, Italdesign Machimoto, De Lorean DMC 12, Italdesign Capsula, Italdesign Aztec, BMW Nazca C2, Italdesign Biga, Bugatti EB 112, Lamborghini Calà, Italdesign Structura, Bugatti 18/3 Chiron, Maserati Buran, Aston Martin Twenty Twenty, Volkswagen W12, Alfa Romeo Brera (prototype), Chevrolet Corvette Moray, Ferrari GG50, Ford Mustang Concept, Italdesign Quaranta, Italdesign Brivido, Italdesign GTZero, Zerouno, Duerta and Pop.Up Next.

### **June 9: Fan Club day.**

**Saturday 9 June is Fan Club day:** from 9 in the morning, fans of the **Fiat Panda, Alfa Romeo Brera, Maserati 3200 GT, VW Golf, Audi TT and BMW Mini** will meet in the Murazzi area. Italdesign was responsible for the engineering development of the last two models. About **three hundred people** and **a hundred and fifty cars** are expected **from all over Europe**. The crews will depart at 10 and, after a parade through the city streets, will reach the Castello del Valentino courtyard.

**Duerta** represents the second chapter of the Automobili Speciali brand, dedicated to the production of exclusive ultra-low series cars will lead the rally.

Duerta — which in Piedmontese dialect means ‘open’ – is the targa-top version of the Zerouno project, a super-sports car with a carbon fibre bodywork, naturally aspirated 5.2-litre engine with 610 HP that takes the car to a top speed of more than 300 km/h. Production will be capped at just five cars, as was the case with the Zerouno Coupé.

Duerta will also take part to the Supercar Night Parade, on June 6, starting at 9pm.

*Click here to download the images of the cars on show at Parco Valentino 2018.*

*Information and updates about the programme, the link for downloading the app and the event images will be published on [italdesign.it/news](http://italdesign.it/news) and on social media.*

## **ITALDESIGN: FIVE DECADES AT THE FOREFRONT**

### **1968-1978: creation and first projects for mass production**

On 13 February 1968, Giorgetto Giugiaro and Aldo Mantovani set up SIRP – Studio Italiano Realizzazione Prototipi, and within a few months the company changed its name to Itai Design, to then become Italdesign in 1969. The first prototype was the Bizzarrini Manta, built in just three months to get to the 1969 Turin Motor Show in time. Two years later, the first major project for a production car arrived: Italdesign was responsible for the styling and engineering of the Alfa Romeo Alfasud, which sold more than 1 million units in 12 years.

International recognition arrived in 1974: Volkswagen needed a model to replace the Beetle, by that time forty years' old; with typical German pragmatism the Volkswagen managers appointed the Italian importer to recommend the best car designers. After the visit to the 1969 Turin Motor Show, Gerhard Richard Gumpert, the importer for Italian market assisted by a number of journalists, selected six projects from those presented, four of which had been designed by Giorgetto Giugiaro. Italdesign then became responsible for the Golf project which, between 1974 and 1983, sold more than 6 million units.

The first decade ended with the BMW M1.

### **1978-1988: collaboration with FIAT, the creation of Giugiaro Design**

The Eighties were marked by a fruitful collaboration with the FIAT Group: Panda, Uno, Delta, Prisma, Thema and Croma were some of the most widely sold cars during those years. For the Panda project, Italdesign studied and patented the 4WD, which was also adopted by Lancia's Rally project in later years and contributed to the Delta's successes in the world championship. The new decade also saw Italdesign's activities expand into the field of industrial design, with the creation of the "Giugiaro Design" division.

During the Eighties there was steady expansion into emerging markets such as Korea and Japan. The twentieth anniversary was celebrated with the creation of the Aztec/Aspid/Asgard triptych: three different interpretations with mechanics and platform derived from the Audi 80. Their markedly futuristic lines made Roger Corman, the American movie director, want these prototypes for one of his science-fiction films set in 2030.

### **1988-1998: Italdesign becomes international**

The final decade of the century saw Italdesign invest in two directions: technology and globalisation. Italdesign's Barcelona subsidiary was established in 1992, in the light of the collaboration with Seat. This was then followed by the opening of two offices in Germany, namely in Ingolstadt and Wolfsburg, the opening of the Palo Alto Design Centre in California and the agency office in Shanghai. In 1999, Italdesign was one of the first private companies in Europe to have a Virtual Reality Center, which was futuristic for that era. In 2001, the Tiny and SUV prototypes were the first projects to be wholly designed and planned using virtual reality. Alongside its studies for supercars and luxury brands such as Bugatti and VW, Italdesign conducted the first research activities on sustainable and shared mobility. The 1992 Biga project was perhaps too far ahead of its time, but it already envisaged using mobility as a service: the Biga was not a car for sale to private individuals but one to be shared; compact and rational, it was perfect for congested traffic in the historic centres of European cities.

The prototype celebrating the company's 30 years was the Structura, which was also the official car for Turin's candidature as the City for the 2006 Winter Olympics.

### **1998-2008: Italdesign continues to collaborate throughout the world**

The Nineties saw Italdesign working successfully in both the automotive and the industrial design fields and opened with a prestigious result: the 24-hour speed record achieved by the Volkswagen W12 on the Nardò circuit. The W12 project had been commissioned by Volkswagen to showcase the newly developed W12 engine. The following year was the year of the Brera, presented as a prototype in Geneva. Its success was such that the Alfa Romeo was 'forced' to convert it to a production car, which was then marketed three years later. The Brera won Italdesign over the fifth Golden Compass of its history. In 2003, Italdesign presented Kubang, the first SUV conceived for a sports brand, Maserati. At the same time, in the industrial design field, the successful collaboration continued with Nikon for cameras and a partnership started with the Japanese company Okamura for office design. Both partnerships are still in place today.

The car celebrating the fortieth anniversary was the Quaranta: a hybrid supercar with a unique design, which reinterpreted with a Noughties twist the first prototype manufactured by Italdesign, the Bizzarrini Manta, from which it drew the central driving position and the one-box sports design.

### **2008-2018: the move to the Volkswagen Group and the challenges for future mobility**

In May 2010, the Volkswagen Group acquired 90.1% of Italdesign from the Giugiaro family, to then increase its interest in the company to 100% in July 2015. Together with Audi, Lamborghini and Ducati (acquired in 2012), Italdesign formed the luxury hub within the Group. After a number of years in which Italdesign worked nearly exclusively with the Group's brands, in 2016 it went back to operating on the open market. 2017 saw the creation of the Italdesign Automobili Speciali brand dedicated to the production of exclusive cars in ultra-limited production. The first of these, the Zerouno, was a carbon-fiber coupé approved for the road but with supercar performance. The five Zerouno models produced were sold in just a few months.

In the same year, Italdesign presented what can be considered a revolution for future mobility. Developed in collaboration with Airbus, Pop.Up envisaged sustainable and shared mobility for the large cities of 2030: a modular system managed by an app that combines a capsule, a terrestrial module and an aerial module thus moving mass mobility from roads to the city sky to reduce road congestion in the megalopoleis of the future.