

Pininfarina exhibits at ISPO Munich 2023

Pininfarina and Swedish company Vidde give a world premiere preview of the world's cleanest snowmobile at ISPO Munich 2023

Munich, 28th November 2023 – Pininfarina is exhibiting at ISPO Munich 2023, the world's largest sports trade fair for the sports industry, showcasing the world's cleanest snowmobile developed with Swedish company Vidde as well as other projects combining beauty and innovation to create impact.

A sneak preview of the Vidde snowmobile will be world premiered at ISPO 2023, ahead of its official launch early next year, giving visitors the possibility not only to see it but, above all, to experience it for themselves through the combined use of physical and virtual models.

With the objective to bring its carbon emissions to less than 100 g/km, Pininfarina and Vidde collaborated to create an environmentally sustainable snowmobile that, beyond being electric, was designed to maximize its service life. This was achieved through fighting from the ground up all aesthetical, functional, technical and social obsolescence, aiming at a design that is:

- Timeless: practical, easy to use, versatile to drive, modular, and upgradable;
- Purposeful: sturdy, easy to service, nimble, and with great attention to details;
- Attractive: simple, inviting, natural, and one in which form and function perfectly align.

In this project, Pininfarina leveraged all of its product & experience design & innovation capabilities, from exploratory research to strategic design, product and interaction design, virtual and physical modelling & prototyping, as well as evaluative research.

At ISPO Munich 2023, Pininfarina will also display other impactful projects, blending beauty and innovation, from an early adaptive uniski research project to the Turin 2006 Winter Olympics torch and other past and current branded products.

Come and meet us at ISPO Munich 2023's Sustainability Hub, Hall A1-1, Booth 243, from November 28 to 30.