Pininfarina develops two cars for Vietnamese carmaker VinFast

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Turin, February 13 2018 – Vietnamese carmaker **VinFast Trading and Production Limited Company** has finalized a contract with leading car designer **Pininfarina** for the development of **two cars,** an SUV and a sedan.

The two models to be developed by Pininfarina are the two most voted designs by Vietnamese consumers in "VinFast car vote contest" launched in October, 2017. After unveiling 20 concept designs submitted by world-famous design houses including Pininfarina, Vinfast asked customers to vote which they thought were both "in line with world trends" and fitting with "Vietnamese tastes and demand". Nearly 62,000 participants voted in the contest. The Sedan and SUV designs that collected the most votes were the two that Pininfarina will develop.

"The direct involvement of Pininfarina, one of the world's biggest design brand, is expected to bring modern beauty while retaining Vietnamese identity to the first two VinFast car models", said Mr. Quang Viet Nguyen,

Vice President of Vingroup.

VinFast is likely to be the Country's first car brand bringing the ambition to change automotive landscape in Vietnam. The target is to produce 500,000 vehicles in the country by 2025 and to launch the first car in September 2019.

ABOUT VINFAST

Vinfast is a member of Vingroup - one of the largest companies in Vietnam. The Company expects to initially produce between 100,000 and 200,000 Vinfast-branded vehicles per year, including five-seat sedans, seven-seat SUVs, and electric motorbikes.

Vinfast has since taken several steps to prove it intends to take a serious hold on Vietnam's car market, including the appointment of James B. DeLuca, a former executive vice president of General Motors, as its general manager. DeLuca will be charged with the construction, operation, and development of the SUV and sedan segments.

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