

Harmony of the exceptional Chivas 18 and Pininfarina announce new collaboration

Turin, January 7, 2013. **Chivas Regal 18 Year Old** and **Pininfarina** have come together for the first time to create the limited edition: **Chivas 18 by Pininfarina**.

The aerodynamic, limited edition design 'The Drop' is inspired by air and liquid, uniting both houses in their ongoing quest for beauty, harmony and, ultimately, pleasure.

Both Chivas and Pininfarina share a rich heritage in crafting rewarding and stimulating experiences in luxury. Pininfarina has been a crusader in Italian design and engineering since 1930, Chivas Regal is the original luxury whisky blend, established in 1909.

Breaking with Scotch whisky tradition, there are three expressions of the Chivas 18 by Pininfarina limited edition, including:



Limited Edition 1

The first expression is based on a streamlined drop, giving a sense of movement that is inherent to Pininfarina. A rich blue, metallic finish outer case, reminiscent of the metalwork the Italian company is best known for, with a wood veneer; representing the oak barrels so crucial in the ageing process of Chivas 18.



Limited Edition 2

The second expression of the partnership features the same design cues, but takes them even further by featuring a solid wood inlay and is even more aerodynamic. Proudly presenting the limited edition bottle, it also includes two glasses which echo the drop design – an exclusive creation for Chivas 18, designed by Pininfarina. Each unit is individually numbered, to highlight its limited edition status.



Chivas 18 Mascherone by Pininfarina

Inspired by the mascherone (the original wooden frame that was used to refine new automobile shapes) the Chivas 18 Mascherone by Pininfarina marks the pinnacle of the partnership. Hand assembled in Cambiano by Pininfarina, it features an oak internal structure, clad in aluminium. Mirroring the elegant precision of Pininfarina's celebrated automotive innovations, only five of this collector's piece will be on display globally and individual pieces will be made to order on request. A light, found at the base, brings this artistic piece to life.

All expressions include a specially designed bottle of Chivas 18 with Pininfarina's design notes visible on the metalised crest and the Italian company's logo, proudly emblazoned on the capsule and neck wrap.

"Chivas 18 understands design and has a proven track record in working with iconic visionaries in this field. Joining forces with Pininfarina felt instinctive," explains Global Brand Director of Chivas Regal James Slack.



Chairman of Pininfarina, Paolo Pininfarina said: *"Italian style means a sense of proportion, simplicity and harmony of line and we applied this sensibility to the designs we developed for Chivas 18."*

Design Manager of Pininfarina Extra, Paolo Trevisan expanded: *"Pininfarina design is about aerodynamics, how air affects shape and Chivas 18, naturally, is symbolised by liquid. I was fascinated to learn that each drop of Chivas 18 captures 85 flavours: multi sensory complexity, yet delivered with such precision. It's been inspiring, the partnership was a perfect marriage of values and mutual respect."*

Chivas Regal 18 Year Old is a luxurious blend of whiskies, hand-picked for their exceptional richness, including more than 20 of Scotland's rarest single malts, aged for a minimum of 18 years.

Chivas 18 Year Old by Pininfarina will be available globally from January 2013.

Pininfarina contacts:

Francesco Fiordelisi, Head of Corporate and Product Communication, tel. 011.9438105 e-mail f.fiordelisi@pininfarina.it
Simona Penna, Communication and Marketing Pininfarina Extra, tel. +39 011.9438107/335.7231541 e-mail s.penna@pininfarinaextra.it

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