

truck**Emotion**[®]



van**Emotion**[®]



ROBERTO PIATTI



14/15/16  OTTOBRE 2016
AUTODROMO NAZIONALE MONZA





truck**Emotion** van**Emotion**[®]



AUTODROMO NAZIONALE MONZA 

14-15-16 OTTOBRE 2016

CAB A **LOOKING**

FORWARD

Roberto Piatti, CEO and Founder

Venerdì 14 Ottobre 2016

truckEmotion®

Torino Design is VanEmotion®



- Independent Design House
- Strong team for styling and engineering with core competences in Transportation
- Reputation for quality of deliverables
- Based on know-how of selected professionals



14/15/16



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truck**Emotion**[®]



Torino **Van Emotion**[®]



numbers



• Established in 2006 by founder and CEO Roberto Piatti

- Internal team of 62 professionals
- Private Ownership

Roberto Piatti 90 %

Giuliano Biasio 10 %



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TORINODESIGN

truck**Emotion**[®]



Ten Years **vanEmotion**[®]



Reputation

- More than 200 projects (styling, 3D CAS, feasibility engineering, modelling)

- Stable ownership and management
- Worldwide customers
- Biggest private creative center in Torino



14/15/16



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Torino Design Headquarter



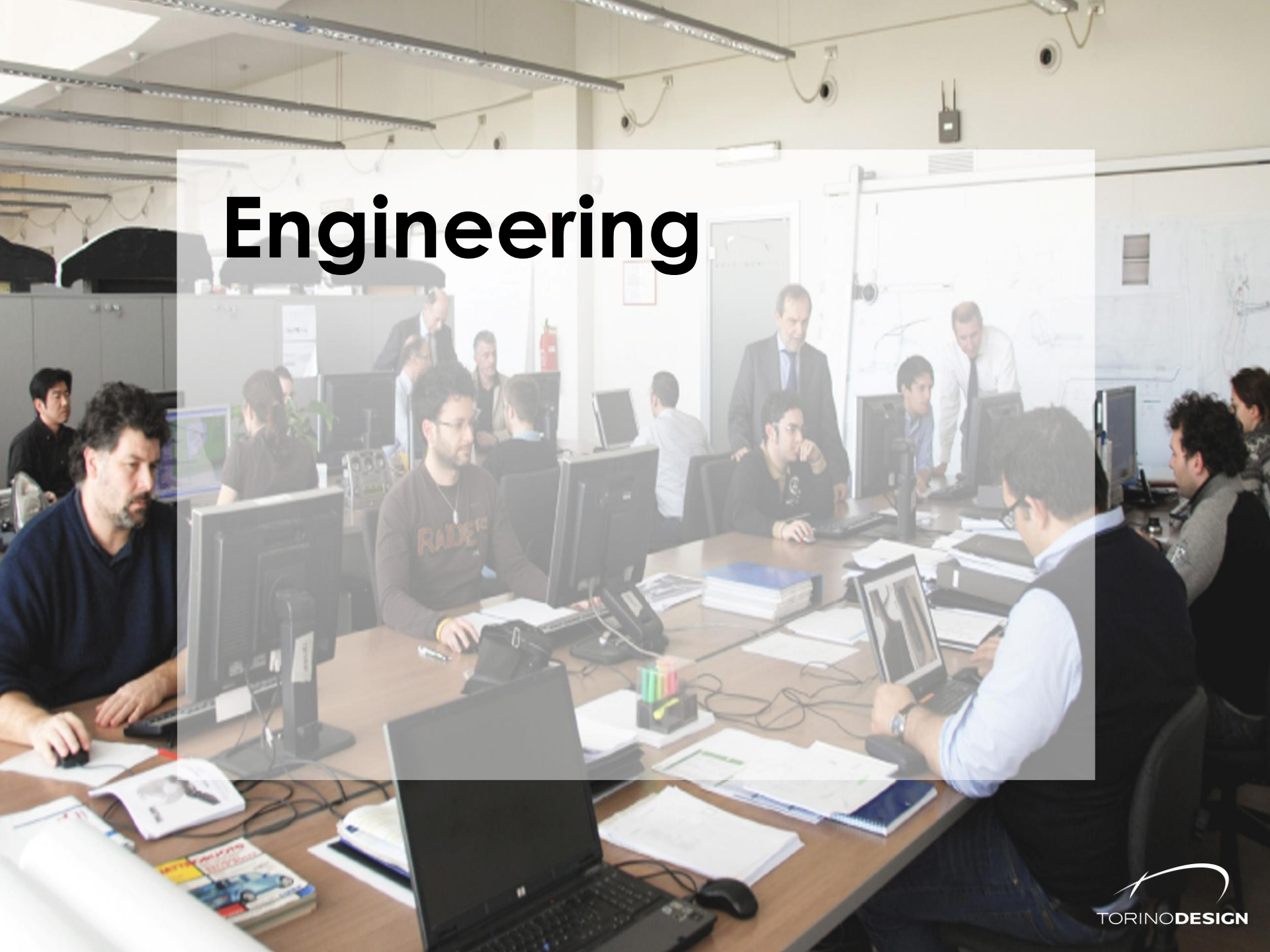




Styling

CAS

Engineering





100 YEARS ON ROADS
TRUCKS USED TO HAVE
THE SAME INTERIOR LAYOUT

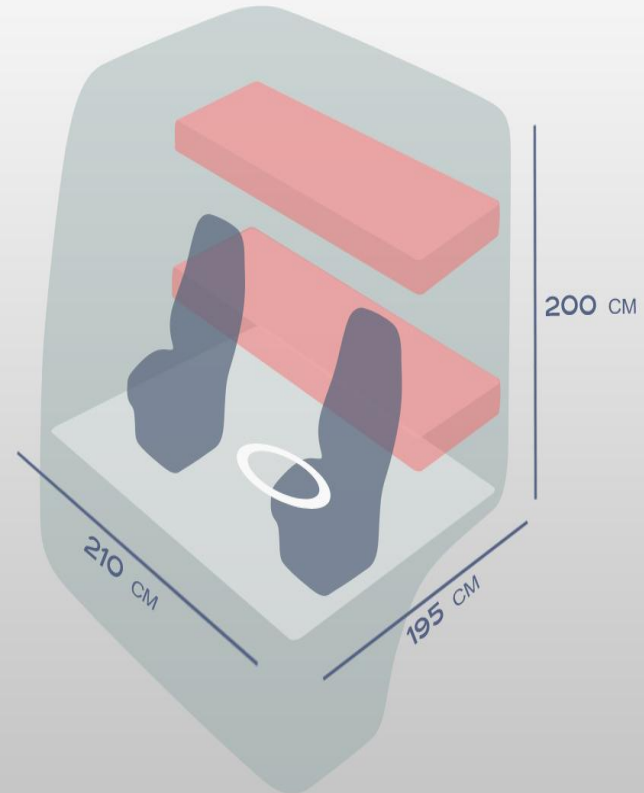




IN **4m²** ON BOARD TRUCKS
USED TO HAVE:

2x SEATS

2x SLEEPING BUNKS





WHAT ABOUT FUTURE TRUCK ?

PASSED CENTURY



NOWADAYS

2015

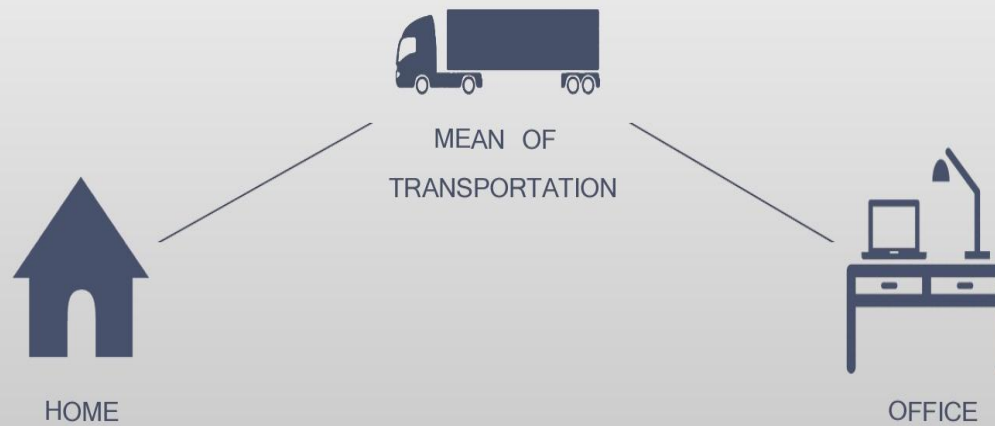


2020



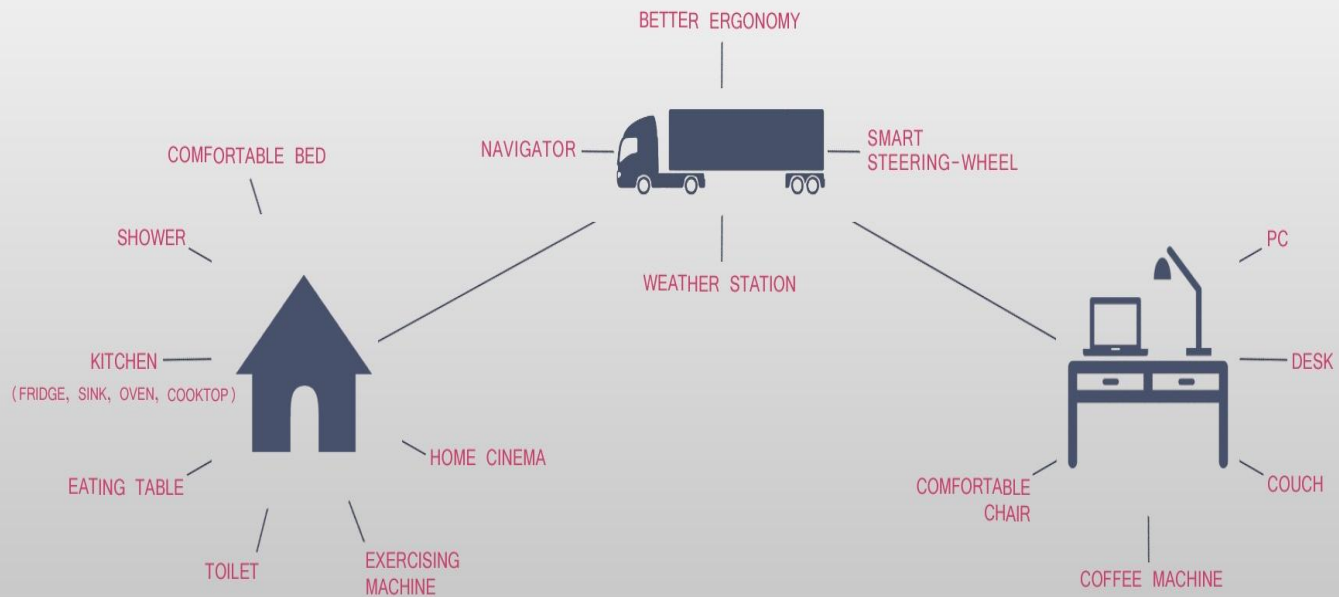


NOWADAYS TRUCK SHOULD BE





LIST OF WISHES





TORINO DESIGN MANAGED TO FULFILL ALL THIS WISHES
DEVELOPING A REVOLUTIONARY TRUCK CAB

(WORLD PREMIER MOSCOW, SEPTEMBER 8th, 2015)





• *RUNNING*



• *SHOWER*



• *CINEMA*



• *RELAXING*









Thank You

