



PRESS RELEASE

Archivio Pietro Frua opens Turin, Italy. Dedicated space to celebrate and champion the iconic designer and coachbuilder Pietro Frua.

Turin, Italy, January 23rd 2025

Ericsson Automobile announced today it opened Archivio Pietro Frua in Grugliasco, Turin, Italy. Frua is one of the most famous Italian designers - coachbuilders and a representative of the golden age of Italian car design.

The announcement was made at the opening ceremony with industry partners and dignitaries from the city council.

'The Archive Pietro Frua is purposefully created and curated by Ericsson Automobile. We will open the archive for dedicated media, for collectors, institutions and for design departments of car companies who want to re-imagine the spirit of Pietro Frua's legacy' says Ove Ericsson CEO of Ericsson Automobile.

Ericsson Automobile SA is the licensor of automotive heritage brands and owns Archivio Pietro Frua and the brands Frua and Italsuisse.

'Archivio Pietro Frua is a real passion project for us. We will build business success together with our customers by injecting heritage and automotive design excellence into their business. The automotive landscape is in constant transformation, and we believe it needs new inspiration and business models such as licensing. We are also looking for additional investment in our activity.' concludes Ove Ericsson.

Pietro Frua (1913 - 1983) was not just part of the glory days of creativity in Italian design and coachbuilding, his work defined it. From the rounded lines of the early 1950s, to the sleek squared-off shapes of the 1960s, he mastered all.

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