

ABET LAMINATI AND THE "EYE" PROJECT

80th INTERNATIONAL GENEVA MOTOR SHOW

4-14 MARCH 2010

PALA EXPO - Geneva

Stand 5041 – Hall 5

The IED of Turin presents EYE, the concept by Tesla which explores the future in a stand covered in laminates by ABET and designed to enhance the project.

At the 80th International Motor Show in Geneva, the European Design Institute of Turin premieres EYE, the futuristic concept car designed by the students of the Master of Arts in Transportation Design – work experience 2008/2009 in collaboration with Tesla Motors. The car is placed inside a stand enhanced by the presence of technological materials such as the laminates by ABET. The stand is focused on the presentation of the ultramodern project and it is covered with special materials by ABET LAMINATI: the black laminate 421 of the Colours collection in Zodia 2 finish characterizes the walls of the stand and it harmonizes with the metallic nuance of the 740 Bronzo laminate in Morbida finish. The car designed by IED is placed on a support covered in 479 Grigio Tortora laminate in Zodia 2 finish.

EYE is the real protagonist of the stand: it is a full scale young and captivating car, with an ecologic essence. As a matter of fact, it could be the first electric car able to face its gasoline rivals.

Designed by the students of the European Institute of Design in Turin, EYE stares at the future, it is an example of extraordinary technology which harmonizes perfectly with the contest where it is shown to the public. Where there is innovation and technology, there is ABET LAMINATI.

