



PRESS RELEASE

PIRELLI PRESENTS THREE NEW P ZERO TIRES AT THE GOODWOOD FESTIVAL OF SPEED THE RANGE INCREASES THANKS TO PRODUCTS DESIGNED FOR MODERN MOBILITY WITH P ZERO PERFORMANCE

**P ZERO E: A CHAMPION OF PERFORMANCE AND SUSTAINABILITY. RATED 'TRIPLE A'
ON THE EUROPEAN LABEL, WITH MORE THAN 55% OF MATERIALS RECYCLED OR NATURAL
IN ORIGIN AND NEW ANTI-PUNCTURE TECHNOLOGY**

**P ZERO R: THE TIRE FOR MODERN SUPERCARS. PERFORMANCE FOR SPORTS DRIVING
YET SUITABLE FOR EVERYDAY USE**

**P ZERO TROFEO RS: SEMI-SLICK ORIGINAL EQUIPMENT FOR HYPERCARS. PIRELLI'S
FASTEST ROAD TIRE ON THE TRACK THAT IS HOMOLOGATED FOR NORMAL ROADS**

Goodwood, July 13, 2023. Pirelli has launched three new tires at the Goodwood Festival of Speed, where the Italian firm is Exclusive Tire Partner. These new arrivals are the latest products to join the P Zero family, continuing the perpetual development path that is a well-known hallmark of the brand. P Zero has been synonymous with performance and safety since 1986 and is currently the leader in terms of homologations obtained from the world's leading carmakers: more than 1300 in total. The family now continues to evolve following the requests of both manufacturers and consumers, with a particular emphasis on sustainability and efficiency. These three new products have all been developed following Pirelli's 'Eco-Safety Design' approach: a development process that uses innovative methods and materials, including all the virtualization technology handed down from Pirelli's experience in motorsport. This helps to overcome the inevitable compromises that are a natural consequence of all the conflicting demands when it comes to tire design.

The latest chapter begins with the new **Pirelli P Zero E**, a concentration of technology and sustainability that complements the other P Zero tires in the range. This new tire has obtained a triple A rating in every size on all parameters measured by the European tire label – rolling resistance, wet braking, and noise – while more than 55% of its materials come from either natural or recycled materials*, verified by the independent Bureau Veritas agency. Furthermore, an analysis of the tire's entire lifecycle, carried out by Pirelli and validated by Bureau Veritas, shows a 24% reduction in CO2 emissions compared to a previous-generation Pirelli tire**. These results have never been seen before in the UHP tire market. The P Zero E additionally offers Pirelli's new RunForward technology, which allows drivers to continue at a maximum speed of 80kph for around 40 kilometres after a puncture.

The new **Pirelli P Zero R** was also presented at Goodwood: a tire for the most powerful supercars that's also adapted for everyday use. This new product takes full advantage of the close collaboration between Pirelli and the world's most prestigious carmakers, for whom the Italian firm supplies tires that have been specifically developed for each individual model, with characteristics that match the current market requirements. For the P Zero R, Pirelli's engineers worked on providing the tire with progressive behaviour as well as outright performance, not to mention driving control in both wet and dry conditions, better rolling resistance, less road noise, and increased consistency during sports driving.



The **Pirelli P Zero Trofeo RS** instead represents the top of the range when it comes to on-track performance. It's a semi-slick tire homologated for road use, mainly intended as original equipment for hypercars, with bespoke versions developed for each car. The P Zero Trofeo RS represents another step forward when it comes to on-track performance, with more consistent delivery and increased safety in the wet compared to the previous generation.

The Pirelli P Zero family has been expanded with these three new tires; reinforcing its traditional links to the most prestigious cars on the market, thanks to high performance and customisation that meets the needs of both manufacturers and end users. The P Zero brand was born in 1986 to fit the Group B Lancia Delta S4 that competed in world rallying, before equipping the Ferrari F40 the following year: the world's first hypercar. These three new products now add to a wide range that is capable of responding to all the different needs of the world's sportiest cars, throughout every season. In addition to the road-going P Zero, the brand name also identified the high performance tires used in Formula 1, the World Rally Championship, and GT racing.

The three new tires all made their debut on the Pirelli stand at the Goodwood Festival of Speed, a space that truly reflected the pioneering spirit of Pirelli. More than 150 years of development have been expressed through high-tech products, a passion for motorsport, a commitment to art and culture, and the close attention paid to sustainability. Pirelli's two-wheeled activities were also represented on the stand, thanks to a Ducati Superleggera as well as a Trek Madone Racing replica road bike, while the world of Pirelli Design was showcased by unique items born out of the close collaboration with prestigious partners.

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* Thanks to a combination of physical segregation and mass balance approach. Depending on tire size, bio-based and recycled content ranges between 29-31% and 25-27% respectively. Bio-based materials are natural rubber, textile reinforcements, bio-chemicals, bio-resins and lignin, while recycled materials are metallic reinforcements, chemicals and - through mass balance - synthetic rubber, silica and carbon black. According to ISO 14021.

** Size 235/45R18 (IP 42865) vs. same size of previous generation product (PZ4 IP 27429) according to ISO 14067 and ISO 14026 verified by BV.