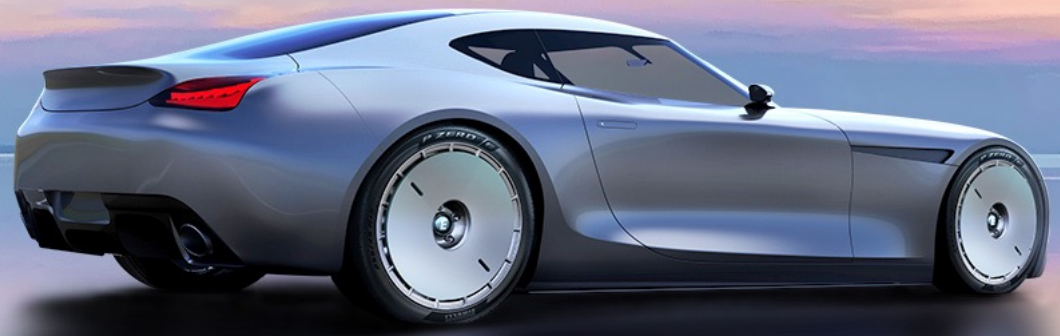
POWER IS NOTHING WITHOUT CONTROL™.
BUT CONTROL IS NOT ENOUGH.
WE HAVE TO DO MORE™.



FOR PEOPLE

We work for safety and caring for people is a fundamental part of our job.

FOR PLANET

There is no place for shortcuts and we consider the earth our most demanding stakeholder.

FOR MOBILITY

We are in the middle of a true revolution and nothing will be as before.

PIRELLI

WE HAVE TO DO MORE™

Pirelli’s Technolgy Offering

ELECT™

FEATURES

ELECT™ is the technology developed by Pirelli to offer a wide range of benefits for electric and plug-in hybrid vehicles.

BENEFITS

Low rolling resistance, low noise, maximized group by traction, high comfort, maximized EV range and reduced abrasion.

PNCS™

FEATURES

Pirelli’s sound absorbing sponge reduces the frequency filtering through the car, providing superior comfort compared to traditional tires.

BENEFITS

Up to 2dB noise reduction.
Improved driving comfort.

CYBER TYRE

FEATURES

New technology made up of a sensor in each tire that provides an enhanced performance and increased safety.

BENEFITS

Vehicle system performance improvement, optimized grip, and accurate tire change planning.

RUNFORWARD™

FEATURES

Pirelli latest available innovative technology, developed to satisfy the specific needs of new generation vehicles..

BENEFITS

Thanks to this technology it’s now possible to combine low rolling resistance and comfort with a new extended mobility function.

RUN FLAT

FEATURES

Pirelli Self-Supporting RUN FLAT types represent the most comprehensive approach to road confident and driving pleasure.

BENEFITS

If your tire is punctured, you don’t have to bother with the spare. Instead, you can continue driving for a limited period.

SEAL INSIDE™

FEATURES

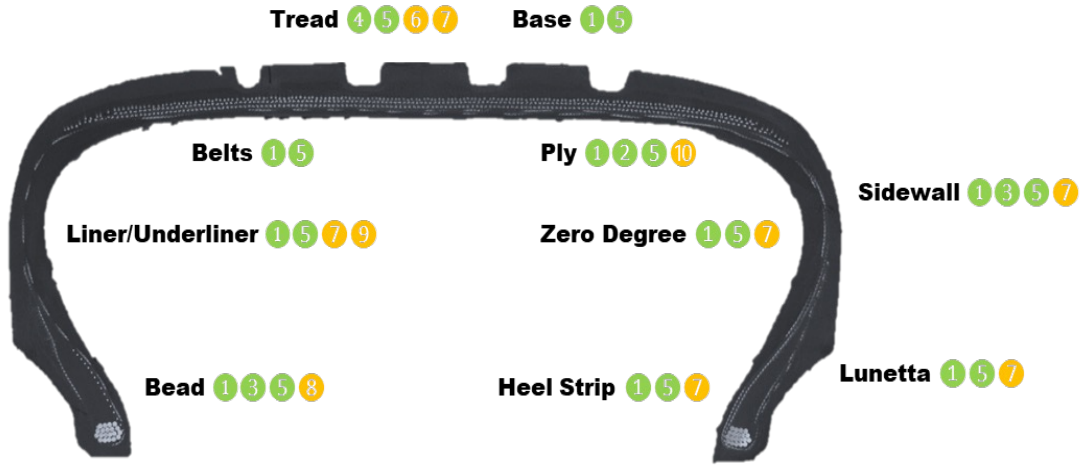
SEAL INSIDE™ (S.I.): a tire construction technology that helps maintain air pressure even after a tire has been punctured by an external object.

BENEFITS

Extentended mobility and improved, puncture proof.

Sustainable Materials – The Pirelli Approach

P Zero E – The New Pirelli Product with more than 55% of bio-based and recycled materials[3]

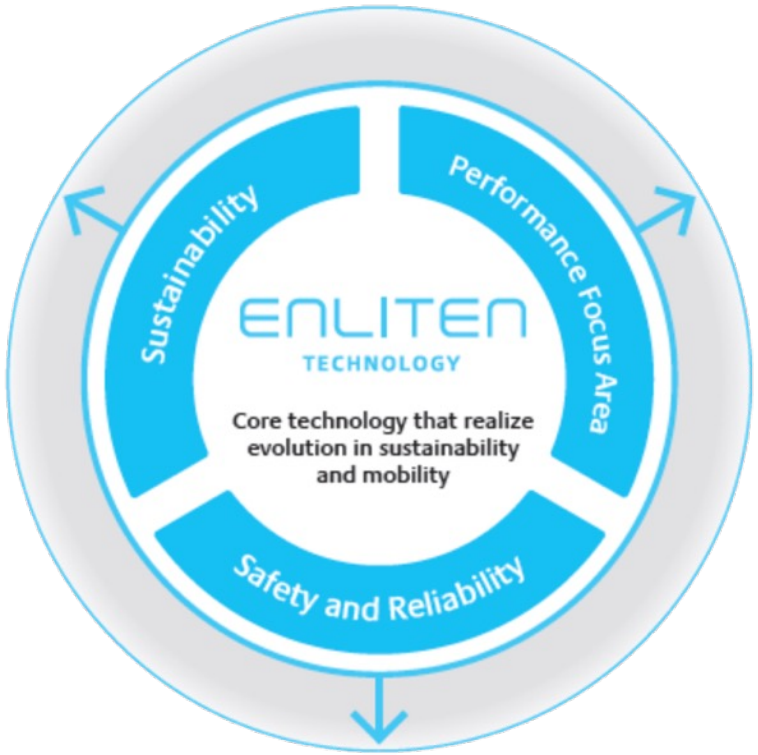


GENERAL CONCEPTS & PRINCIPLES

- Progressive reduction of fossil-based materials to be replaced with bio/renewable[1] and recycled/circular[2] ones
- Progressive adoption of circular solutions, which limit the depletion of fossil and bio-based resources
- Progressive certification of bio-based materials to guarantee sustainable production and management along the value chain

3.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.

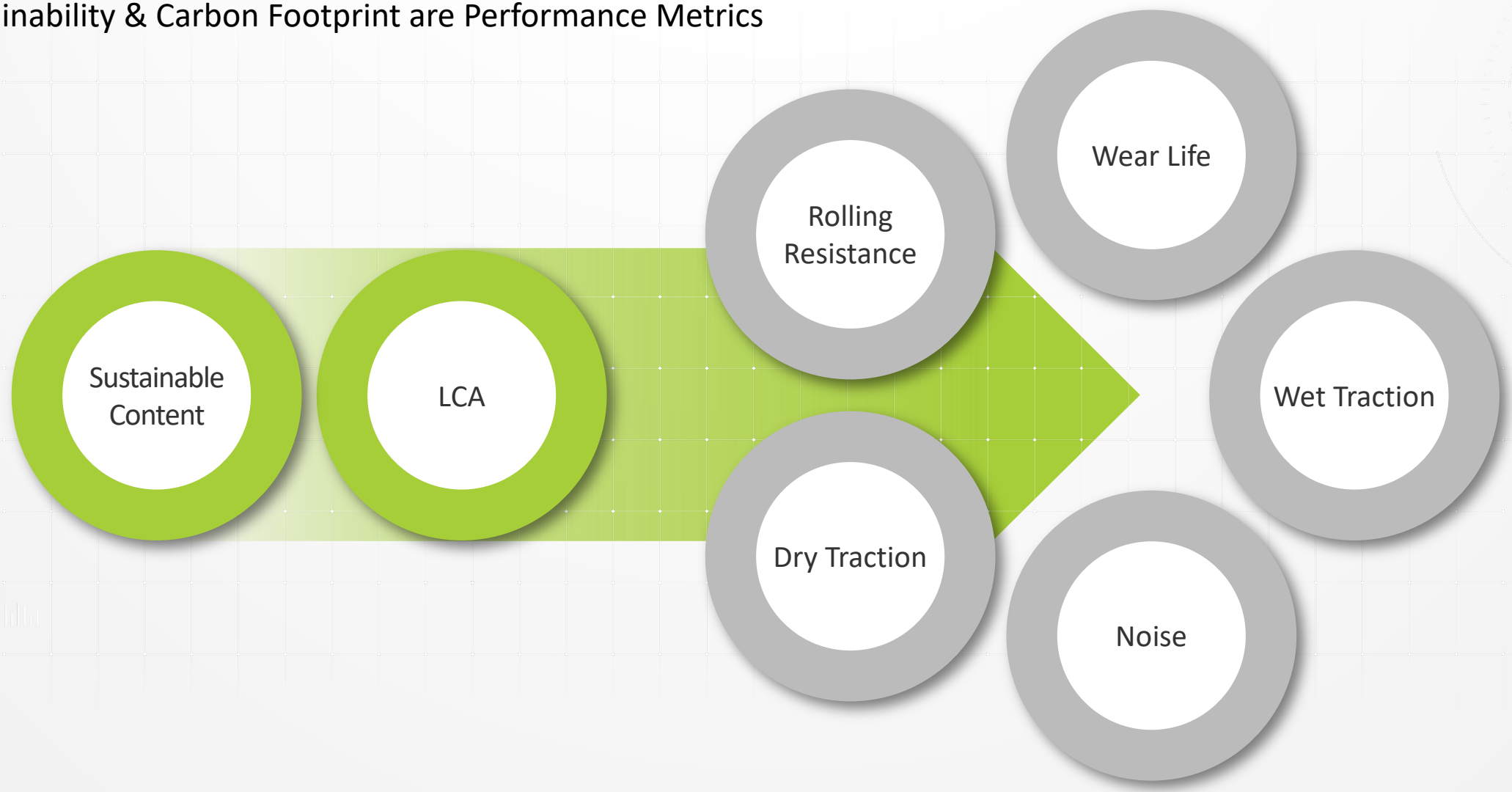
SAFETY, PERFORMANCE & SUSTAINABILITY



- Innovative Tire Technology
- Maximum Performance
- Low Environmental Impact

MANAGING THE TRANSITION

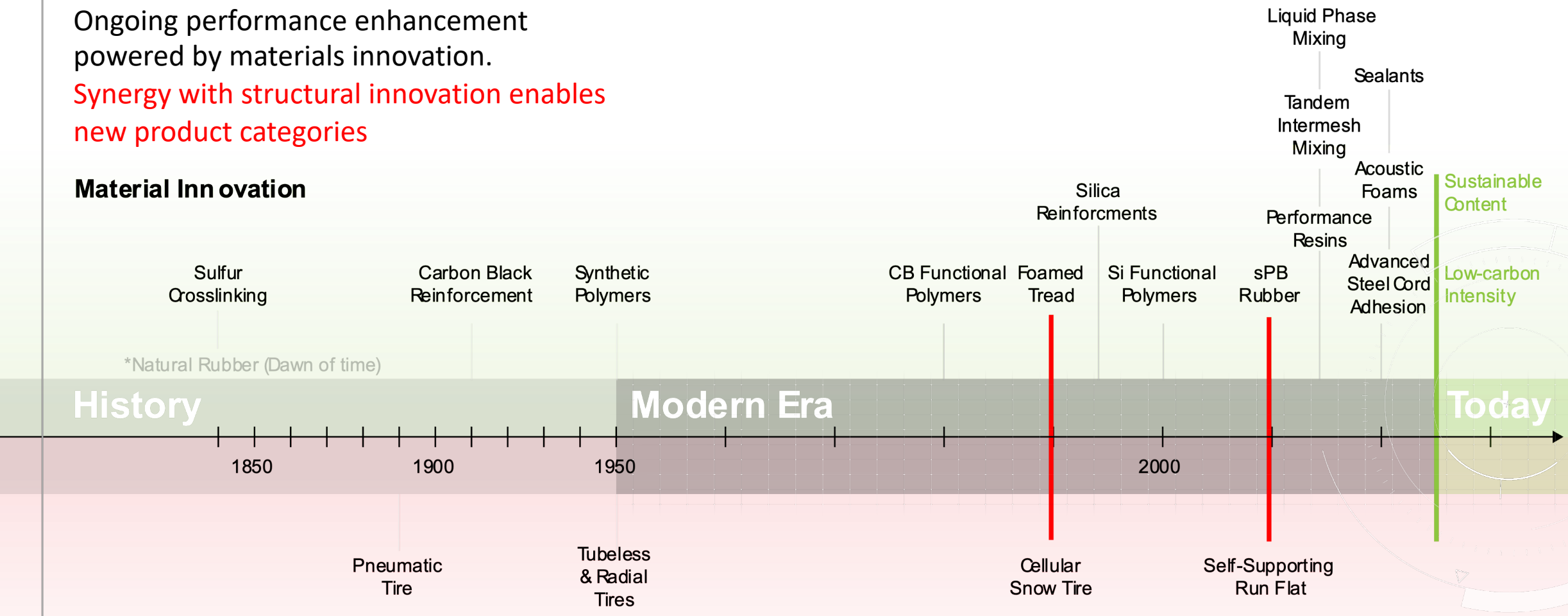
Sustainability & Carbon Footprint are Performance Metrics



THE ROLE OF MATERIALS SCIENCE

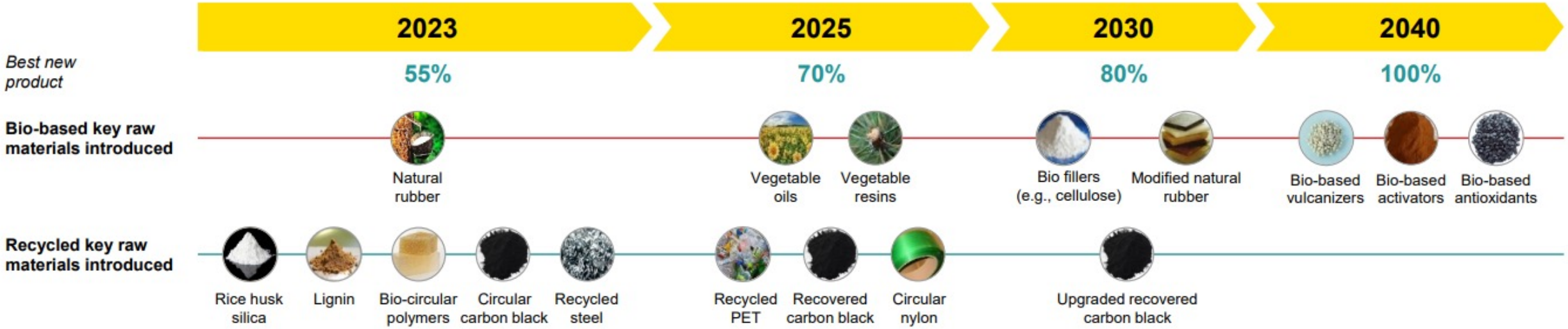
Ongoing performance enhancement powered by materials innovation.

Synergy with structural innovation enables new product categories



Materials Roadmap

Innovation coming from both bio-based and recycled raw materials



Recycled raw materials coming from different industries

End of life Tyres

Pyrolisis

PET

Recovery process

Rice Husk

Burning, ash recovery

Used cooking oils

Recovery process

Pulp & Paper waste

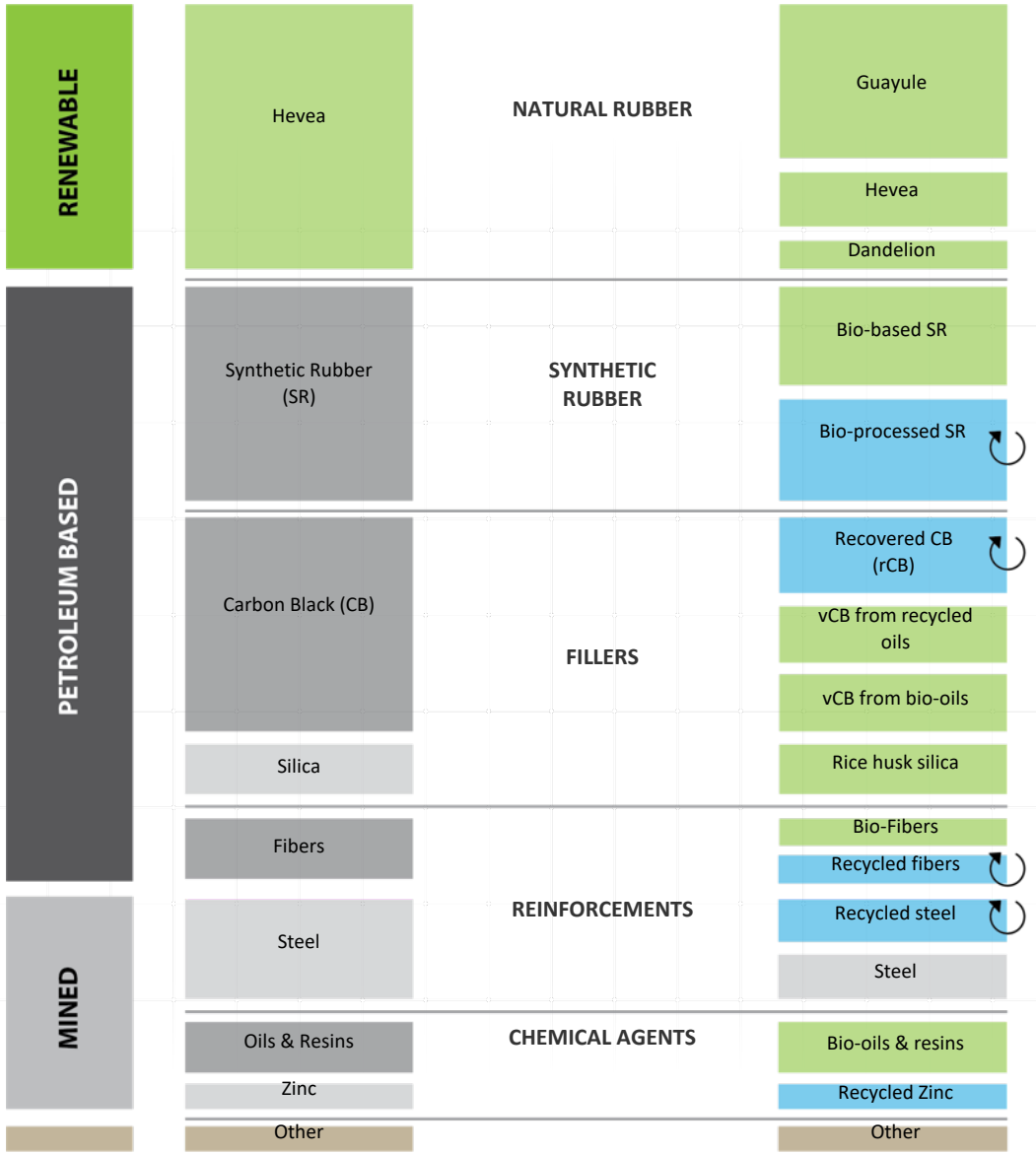
Bio-refinery

OUR TRANSITION

Radically Re-Thinking What We Use to Make Tires

TODAY

Heavily dependent on petro-chemicals and mined materials



Potential for circularity through ELT

2050 and Beyond

Leverage more natural biology through bio-oils, derivatives and fermented materials

Increase recycled content, including End-of-Life Tire circularity

A COMMON MATERIALS TOOL-SET FOR THE INDUSTRY

rCB, sCB, rice-husk silica, rPET, soybean oil, polymers through advanced recycling rapidly coming to market through industry suppliers.