PRESS RELEASE

PIRELLI, ON THE ROAD WITH CYBER TYRE: 1,500 KILOMETERS DRIVING THE PAGANI UTOPIA ROADSTER

The Italian hypercar departed from the Pagani Automobili headquarters in Modena, reached Bosch Engineering near Stuttgart, and continued on to Pirelli Headquarters in Milan.

Milan, 19 May 2026. A journey of more than 1,500 kilometers across Europe behind the wheel of the Pagani Utopia Roadster equipped with Cyber Tyre technology as standard, connecting Pirelli with Pagani Automobili and Bosch Engineering. These are the first companies to have integrated Pirelli Cyber Tyre technology with vehicle dynamics systems: the digital ecosystem that has transformed the role of the tyre from a passive component into an active sensor capable of transmitting real-time data on tyre and road conditions, with the primary benefit of enhanced driving safety.

THE JOURNEY OF PIRELLI CYBER TYRE

The Pagani Utopia Roadster equipped with Cyber Tyre technology as original equipment departed from the headquarters of Pagani Automobili in San Cesario sul Panaro, north of Bologna, where it was designed and built. The Italian hypercar was the first model to adopt this system integrated with the electronic systems governing vehicle dynamics. Communication between the tyres and systems such as ABS, ESP and traction control was enabled through the collaboration with Bosch, particularly with Bosch Engineering, the second stop on the journey, in Abstatt, north of Stuttgart. Finally, the journey returned to Italy, to Milan, home to Pirelli headquarters, where the technology was conceived and developed. Explaining the Cyber Tyre system throughout the various stages of the journey were Horacio Pagani, founder and driving force behind Pagani Automobili; Dr. Johannes-Joerg Rueger, CEO of Bosch Engineering; Piero Misani, CTO of Pirelli; and Corrado Rocca, Head of the Pirelli Cyber Unit.

Horacio Pagani, founder Pagani Automobili: “For over twenty years, our research has been guided by Leonardo’s principle of Art and Science: a hypercar must not only be fast, but also a work of art capable of inspiring confidence and safety in those who drive it. With Pirelli Cyber Tyre, the tyre gains the sensitivity of a human hand, sensing the asphalt and communicating with the electronic heart of Pagani Utopia Roadster to transform every meter into an instant of absolute control. To us, Pirelli is a partner, a friend, sharing our same obsession with safety; together, we have given a voice to the point of contact between the dream and the road.”

Johannes-Joerg Rueger, CEO of Bosch Engineering: “*We are proud to partner with an innovator like Pirelli, combining their pioneering Cyber Tyre technology with our deep expertise in vehicle dynamics. This collaboration unlocks the full potential of intelligent tyres, and seeing it come to life in an automotive masterpiece like the Pagani Utopia Roadster allows us to set new standards for performance, safety, and an unparalleled driving experience.”*

Piero Misani, Chief Technical Officer of Pirelli: "*This journey of Cyber Tyre technology is the tangible realization of a vision born more than twenty years ago: that the tyre could evolve from a passive element into an active sensor, capable of generating data and not merely transmitting forces. Together with partners such as Pagani Automobili and Bosch, we have ushered in a new era of digital safety and performance, proving that this pioneering intuition was the right one.*"

Corrado Rocca, Head of Pirelli Cyber: *"The integration of Cyber Tyre on the Utopia Roadster and the activation of functionalities developed together with Bosch confirm the technical maturity of our solution. We provide parameters based on the actual characteristics of the tyre fitted on the vehicle, enabling onboard electronics to operate more accurately, thereby enhancing safety and performance.".*

NEXT DEVELOPMENTS OF PIRELLI CYBER TYRE

First adopted by the Pagani Utopia Roadster, Cyber Tyre technology is now being implemented on other vehicle models across both the premium and prestige automotive segments. The objective is widespread adoption across a broad range of vehicles to maximize its contribution to safety. At the same time, the integration of additional sensors through sensor fusion technology is paving the way for the evolution towards autonomous driving and ADAS systems. Connected vehicles also open the door to interaction with infrastructure: vehicles will not only be connected with one another, but also with surrounding infrastructure. In this context, Pirelli has launched new agreements to apply Cyber Tyre to road infrastructure monitoring, as is already the case on the Italian motorway network. Pirelli technology can in fact deliver both enhanced safety and performance functions for individual vehicles equipped with the system, as well as road monitoring capabilities, enabling predictive maintenance solutions designed to improve road safety efficiently. For this reason, Pirelli recently acquired a 30% stake in Univrses, a Swedish computer vision company capable of "reading" roads and vertical signage through onboard cameras and AI algorithms.

Cyber Tyre technology is therefore continuing to expand both in functionality and in adoption. Recently, Pirelli announced that production of the system will soon begin in the United States, at its plant in Rome, Georgia. The Rome facility, already dedicated to high-value and motorsport production, will now also host the pinnacle of Pirelli technology, represented by the Cyber Tyre system.