



PRESS RELEASE

PIRELLI POWERGY: SAFETY AND SUSTAINABILITY IN A NEW SUMMER TYRE EXCELLENT WET BRAKING (THE WHOLE RANGE IS CLASS A), LOW ROLLING RESISTANCE, AND CONTAINED NOISE EMISSIONS

DEVELOPED WITH EXTENSIVE USE OF VIRTUAL REALITY AND DIGITAL SYSTEMS FROM PIRELLI'S RESEARCH AND DEVELOPMENT DEPARTMENT

Milan, 12 April 2021 – Pirelli's new Powergy makes its debut: a tyre focused on safety and sustainability for everyday driving, to benefit both the driver and environment. The Powergy is a summer tyre dedicated to the aftermarket for modern crossovers, SUVs, sedans and MPVs. Created using the latest virtual simulation technology developed by Pirelli, it will be available in 55 sizes from 17 to 20 inches by the end of this year, with speed ratings from H to Y.

A TYRE DESIGNED TO DELIVER SAFETY AND GUARANTEE RESPECT FOR THE ENVIRONMENT

The new Pirelli Powergy guarantees excellent wet braking performance, as demonstrated by its A rating on the tyre label, allowing motorists to drive serenely even in bad weather. Particular attention has been paid to the environment and sustainability, thanks to low rolling resistance that reduces fuel consumption and so helps to reduce emissions: including lower noise. As the tyre label also shows, it has the minimum value for noise emissions and is class B for rolling resistance. This means extra comfort for the driver and increased environmental sustainability.

POWERGY, CREATED USING VIRTUAL REALITY

Pirelli's Powergy used the most advanced virtual reality systems to attain its performance goals. These new processes have allowed the tread pattern and tyre profile to be optimised, maximising the contact patch. This contact patch is perfectly balanced, with uniform pressure across it to reduce braking distances and enhance the car's controllability and driving precision. These aspects are matched to compounds with specific polymers, improving wet braking and tyre life. The tread pattern design, characterised by longitudinal grooves intersected by oblique channels, permits excellent dispersal of water to help prevent aquaplaning and increase safety in the wet. These results were achieved thanks also to data

analysis from the static simulator at Pirelli's Research and Development department in Milan, as well as final track tests to validate the new tyre. As a result, development time was considerably shortened, with the whole tyre created in just 18 months, despite the difficulties created by Covid-19 restrictions, using fewer physical prototypes with consequent benefits to the environment. Pirelli will use the processes created by its Research and Development department to develop Powergy for subsequent new tyres.

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