



## PRESS RELEASE

### **PIRELLI PRODUCES THE WORLD'S FIRST FSC-CERTIFIED TYRE THE PIRELLI P ZERO TYRE WILL EQUIP THE BMW X5 PLUG-IN-HYBRID USING CERTIFIED NATURAL RUBBER AND RAYON**

*Milan, 19 May 2021* – Pirelli has become the first company in the world to produce a range of FSC-certified (Forest Stewardship Council) tyres designed for the BMW X5 xDrive45e Plug-in-Hybrid. These tyres contain FSC-certified natural rubber and rayon and represent a new horizon for increasingly sustainable tyre production.

#### **THE FSC-CERTIFIED PIRELLI P ZERO TYRE**

FSC forest management certification confirms that plantations are managed in a way that preserves biological diversity and benefits the lives of local people and workers, while ensuring it sustains economic viability. The complex FSC chain of custody certification process verifies that FSC-certified material has been identified and separated from non-certified material as it makes its way along the supply chain, from the plantations to the tyre manufacturer.

The Pirelli P Zero tyre, the world's first FSC-certified tyre using FSC-certified natural rubber and rayon sourced from FSC-certified plantations will be supplied in the 275/35 R22 size for the front and 315/30 R22 size for the back on the BMW X5 xDrive45e Plug-in-Hybrid\*. The second generation of the BMW X5 with electrified drive combines a model-specific 3.0-litre in-line 6-cylinder petrol engine featuring BMW TwinPower Turbo Technology with the fourth generation of BMW eDrive technology. The plug-in hybrid drive has produced a system output of 290 kW/394 hp along with a maximum system torque of 600 Nm, an electrically powered range of 77-88 km (WLTP). The BMW Group conducted a full-cycle CO2 certification for the BMW X5 xDrive45e from raw material procurement, the supply chain, manufacturing and the use phase, all the way to recycling.

This P ZERO has been developed by Pirelli according to its 'perfect fit' strategy, this way meeting the performance needs of the German manufacturer for this popular model while contributing to the 'green' philosophy of this hybrid vehicle. The new tyre will be produced exclusively at Pirelli's Rome, Georgia factory in the United States and is designed to specifically target environmental sustainability along with low rolling resistance (scoring 'A' on the European tyre label), which improves fuel consumption and reduces consequent harmful emissions. On top of this, noise levels are lower, which further benefits the environment.

#### **THE SUSTAINABLE NATURAL RUBBER SUPPLY CHAIN**

The FSC certification for the natural rubber used to make the new P ZERO tyre for BMW's X5 Plug-in-Hybrid procured from certified plantations is the latest step on the path that Pirelli

has been on for many years towards the sustainable management of the natural rubber supply chain. This is achieved through a roadmap of activities based on the training and sharing of good practices in the countries of origin of the material, in line with the principles and values contained in the Pirelli Sustainable Natural Rubber Policy, which was issued in 2017. This document is the result of consultations with key stakeholders in the natural rubber value chain including international NGOs, Pirelli's main natural rubber suppliers, growers and traders within the supply chain, automotive customers, and multilateral global organisations. Pirelli also is a founding member of the global platform for sustainable natural rubber (GPSNR). This multi-stakeholder platform was created in 2018 with the objective of supporting the sustainable development of the natural rubber business worldwide, benefitting the entire supply chain.

**Giovanni Tronchetti Provera**, Pirelli's Senior Vice President for Sustainability and Future Mobility, said: "Before even reaching the road, sustainable mobility begins with raw materials. With the world's first FSC-certified tyre, Pirelli once again demonstrates its commitment to pursuing increasingly challenging goals in terms of sustainability, a testament to the constant work on innovative materials and increasingly cutting-edge production processes. We continue to invest in sustainable growth for our planet, aware that this is also essential for the future of our businesses."

"As a premium manufacturer, we aspire to lead the way in sustainability and take responsibility," said **Andreas Wendt**, member of the Board of Management of BMW AG responsible for Purchasing and Supplier Network. "We have been committed to improving cultivation of natural rubber and increasing transparency in the supplier network since 2015. The use of tyres made of certified natural rubber is a pioneering achievement for our industry. In this way, we are helping preserve biodiversity and forests to counteract climate change."

"The new FSC-Certified Pirelli tyre is a significant milestone in the drive to deliver economic, social and environmental benefits across the natural rubber value chain; this is particularly important in the context of natural rubber's sustainability challenges. We congratulate Pirelli for their commitment to responsible sourcing and for demonstrating that a transparent value chain is possible for natural rubber from smallholders to the market. We also applaud BMW for supporting the development of the FSC-certified tyre and for choosing it to equip one of their new models. This is a major step forward in the journey towards a more sustainable natural rubber value chain, thereby helping to mitigate deforestation and support the fight against climate change. We celebrate the sustainability leadership shown in this case and look forward to driving a wider transformation across the industry" said **Jeremy Harrison**, Chief Markets Officer, FSC International.

\* BMW X5 xDrive45e Plugin-Hybrid CO2 emission & Consumption:

Fuel consumption combined: 1.7 - 1.2 l/100km (WLTP), 2.1 - 1.6 l/100 km (NEDC); electricity consumption combined: 27.7 - 24.3 kWh/100 km (WLTP), 25.2 - 23.5 kWh/100 km (NEDC); CO2 emissions combined: 39 - 27 g/km (WLTP), 47 - 37 g/km (NEDC)

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The mark of  
responsible forestry