



PRESS RELEASE

PIRELLI PRESENTS P7 SPORT GREAT DURABILITY AND GRIP FOR ALL-ROUND USE

Pirelli completes its range of clincher tyres dedicated to road cycling with a training and endurance tyre that offers mileage and excellent grip

Milan (Italy), June 15th, 2021 – Pirelli completes its line of tyres dedicated to road cycling with the introduction of the new P7 Sport clincher.

The P7 Sport is a tyre dedicated to those who ride for miles and are looking for robustness, grip and durability. Created to meet the needs of those cyclists who do not make competitive performance or KOMs their reason for living, it is developed with the intention of lasting longer, offering exceptional safety and grip and also providing a higher level of mileage than other tyres in the Pirelli road line.

The P7 Sport is also a training tyre, making it perfect for racers or amateurs, for second bikes and for all conditions of use where speed is not the only top priority.

From a technical point of view, the P7 Sport features a solid 60 TPI nylon casing with an additional layer of cut-resistant fabric located just below the tread. Called TechBELT, it is a kind of "belt" designed to offer superior puncture protection in a wide variety of road and weather conditions.

The P7 Sport's compound is the new PRO Compound, with a formulation that focuses on mileage and grip. The latter is also guaranteed by the special tread design which, although inspired by that of the P ZERO Race, has more sipes. The warm-up phase of the tyre is thus reduced to the benefit of grip even in colder conditions. In this regard, the new P7 Sport is a very versatile tyre, a true all-rounder, with excellent seasonality.

Like all Pirelli's latest-generation road tyres, the new P7 Sport has been designed according to the latest standards and is available not only in the classic 24, 26, 28 sizes but also in 32 mm for wider rims, for even greater comfort.

The new road tyre is already available. Price from: € 24,90 / £ 24,99 / US\$ 34,90

velo.pirelli.com / Instagram: @pirelli_cycling

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Vitamina C PR Office

Claudia Vianino / Arianna Busin – press@vitaminac.net

M. +39 3472680427 – T.+39 011 2388439

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Pirelli Press Office

Tel. +39 02 6442 4270 – pressoffice@pirelli.com – www.pirelli.com