



## **PRESS RELEASE**

### **PIRELLI: THE GOVERNOR OF THE MEXICAN STATE OF GUANAJUATO VISITS PIRELLI HEADQUARTERS IN MILAN**

#### **PRESENTATION OF NEW DEVELOPMENT PLANS FOR THE SILAO PLANT**

*Milan, 1 September 2021* – Diego Sinhue Rodríguez Vallejo, the Governor of the Mexican state of Guanajuato, which hosts one of Pirelli's most technologically advanced industrial hubs, today visited the company's headquarters in Milan. Received by Marco Tronchetti Provera, Executive Vice Chairman and Ceo of Pirelli, and the company's top management, the Governor visited the Research & Development centre and the Fondazione Pirelli. Also participating in the visit were Luigi De Chiara, the Italian Ambassador in Mexico, and Carlos Garcia De Alba, the Mexican Ambassador in Italy.

Among the themes addressed during the meeting there was also the 36 million dollar plan, recently approved by the company and in line with the forecasts of its Industrial Plan, which, when finalized, will bring annual production capacity to 7.2 million tyres in Silao, the city in Guanajuato where the Pirelli plant is located.

Diego Sinhue Rodríguez Vallejo, Governor of the Mexican state of Guanajuato said: "In Guanajuato we are pleased to have Pirelli as one of our main employers. They have provided great opportunities for several families in our state to have a better quality of life and to achieve their personal goals. We appreciate your business with Guanajuato and we will continue working together to make of our region the most dynamic in all of the continent. This announcement contributes to the development and stability of our people who are the real greatness of Mexico and our most valued asset".

Marco Tronchetti Provera, Executive Vice Chairman and Ceo of Pirelli, commented: "Mexico is a strategic area for Pirelli for all its activities in North and Central America. The visit of Governor Rodríguez Vallejo is a testament to the close ties between the company and the state of Guanajuato, one of Mexico's most economically advanced areas, where we intend to continue to invest for further growth."

#### **The Pirelli plant in Silao**

Inaugurated in 2012, the Pirelli plant is located in Silao in the state of Guanajuato, one of the country's major logistics centres and one of Mexico's key economic and technological reference points. With a current production capacity dedicated to the local market and North America of over 6.6 million pieces per year of High Performance and Ultra High Performance tyres for Premium and Prestige cars as well as electric vehicles, the plant today employs over 2,700 employees. The factory is also distinguished by production to the highest "eco safety performance" standards, linked to the development of technologies for the reduction of water and energy consumption and the recycling of process waste. In line with its global commitment to sustainability and the development of relationships with the communities where it operates, Pirelli uses renewable energy and sponsors the International sustainability forum of Guanajuato. It is also involved in the state's reforestation project, which covers over 40 hectares of territory, and promotes a variety of projects in the areas of road safety and the recovery of tyres no longer in use.

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