



PRESS RELEASE

**PIRELLI AND GEOTAB JOIN FORCES TO HELP REDUCE MANAGEMENT COSTS OF  
COMMERCIAL FLEETS**

**PIRELLI'S CYBER FLEET SYSTEM WILL BE AVAILABLE VIA THE GEOTAB  
MARKETPLACE IN KEY EUROPEAN MARKETS**

Milan, Italy - September 09,, 2021 – Pirelli and Geotab, a global leader in IoT and connected transportation, today announced a new partnership that aims to help commercial fleets across the globe improve their operating efficiency and sustainability. Now available on the [Geotab Marketplace](#), the Pirelli CYBER Fleet system will enable Geotab customers to reduce tyre-related operating costs while also improving fuel consumption and lowering harmful emissions. The new integrated offer will be rolled out initially in key European markets, before being extended to the United States, Canada and Brazil.

Pirelli CYBER Fleet is an enhanced tyre specific fleet management solution that utilises a sensor on the inside of each tyre to measure and analyse both temperature and pressure data. This data is gathered and relayed to an app that can be downloaded onto a tablet or smartphone and sent to Geotab's digital platform, MyGeotab, which in turn helps simplify the monitoring process for daily truck and tyre checks. This integrated solution also allows for vehicle insights to be viewed remotely, which can help fleet managers quickly identify potential issues, contributing to improved efficiency and better planning for necessary vehicle maintenance. The partnership between Pirelli and Geotab enables efficient tyre health monitoring which will help customers improve productivity, enhance driver safety and increase the overall health and longevity of a vehicle.

Daniel Gainza, Pirelli Tyre as a Service Chief Operations Officer, said: "Pirelli's CYBER Fleet technology allows us to integrate tyres within a platform of services based on connectivity, in a way that is extremely simple to use. By partnering with Geotab, Pirelli Tyre technology is proud to be among some of the top solutions for vehicles and fleets helping to optimise fuel consumption and reduce emissions."

"The addition of Pirelli CYBER Fleet on the Geotab Marketplace will provide fleets with access to a focused safety solution specifically designed to support tyre health and as a result, the longevity of their vehicles," said Stefano Peduzzi, Vice President, Technology Solutions and Operations Europe, Geotab. "Geotab prides itself on providing our customers with access to best-in-class tyre pressure monitoring tools that can help them reduce the need for unexpected tyre maintenance, and in turn aid in improving driver safety and increasing overall fleet efficiency."

## **Pirelli**

Established in 1872, Pirelli is the only pure consumer tyre company that includes car, motorbike, and bicycle tyres as well as associated services. Pirelli has a distinct positioning in high value tyres, characterised by an advanced technology with more than 6,700 patents obtained in order to achieve the highest levels of performance, safety and containment of environmental impact, Pirelli has always been strongly committed to research and development, in which it invested 6% of revenue from high-value products in 2020. Involved in motorsport since 1907, Pirelli has been the exclusive official tyre partner of the Formula 1™ World Championship since 2011 until 2024 and has been the Official Single Supplier of WorldSBK since 2004. Since 2021, Pirelli has also been the exclusive supplier of the FIA World Rally Championship: a championship in which Pirelli has already developed some of its most advanced technologies, which have subsequently been transferred to road products. Since its return to cycling in 2017, Pirelli has exploited and made available to the sector the technologies, patents and innovations developed to date.

## **Geotab**

Geotab is advancing security, connecting commercial vehicles to the internet and providing web-based analytics to help customers better manage their fleets. Geotab's open platform and Marketplace, offering hundreds of third-party solution options, allows both small and large businesses to automate operations by integrating vehicle data with their other data assets. As an IoT hub, the in-vehicle device provides additional functionality through IOX Add-Ons. Processing billions of data points a day, Geotab leverages data analytics and machine learning to help customers improve productivity, optimise fleets through the reduction of fuel consumption, enhance driver safety and achieve strong compliance to regulatory changes. Geotab's products are represented and sold worldwide through Authorised Geotab Resellers. To learn more, please visit [www.geotab.com/uk](http://www.geotab.com/uk) and follow us [@GEOTAB](https://twitter.com/GEOTAB) and on [LinkedIn](https://www.linkedin.com/company/geotab).

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