



PRESS RELEASE

PIRELLI: SAFETY, COMFORT AND HIGH PERFORMANCE WITH NEW CINTURATO P7 AND P ZERO TYRES ON THE NEW MERCEDES-BENZ C-CLASS

A COMPLETE RANGE OF TYRES FOR BOTH SUMMER AND WINTER, INCLUDING PNCS AND RUN FLAT TECHNOLOGIES

Milan, 4 November 2021 – Pirelli has developed two different types of tyre each with safety as the common denominator. There's the comfort of Cinturato P7 for the new Mercedes-Benz C-Class, as well as the performance of the P Zero for the more sporting models.

Pirelli's engineers focussed on safety in the wet when designing the Cinturato P7 as well as short braking distances, a long tyre life, and low noise from the tyres. The P Zero was developed for the models featuring more performance and bigger wheels: tyres that make use of Pirelli's extensive experience in motorsport and provide a high degree of control in both wet and dry conditions.

CINTURATO P7: SAFETY, COMFORT, AND RESPECT FOR THE ENVIRONMENT

The latest Pirelli Cinturato P7 delivers excellent performance in the dry and beats the previous Cinturato P7 in the wet in terms of aquaplaning and especially under braking, where it takes up to four fewer metres to stop from 100kph. The innovations introduced by Pirelli's engineers also improve acoustic comfort, thanks to less cabin noise, as well ride comfort – with the tyre better able to absorb bumps in the road. Total tyre life goes up by six per cent, meaning that the tyres don't have to be changed as often. Underlining the efficiency of the new tyre, rolling resistance goes down a class on average (-12%), reducing fuel consumption on the car by four per cent (as measured on the WLTP cycle) as well as carbon emissions. The innovations on the new-generation P7 start off with the tread pattern, benefitting from "mechanical intelligence", which features silica and specific resins that increase grip as well as special polymers: synthetic elastic materials that are chemically modified to improve their interaction with the actual silica. This new compound, thanks to an improved distribution of the silica particles themselves and better interaction between them, means that the tyre can alter its behaviour depending on driving conditions and temperature, giving the driver a very wide working window of performance.

P ZERO: HIGH PERFORMANCE, SAFETY, AND A SPORTING SPIRIT

The P Zero designed for the new Mercedes-Benz C-Class delivers excellent handling in both the dry and the wet, perfect balance, precise response to steering inputs, reduced wet and

dry braking distances, and decent protection against aquaplaning. P Zero is synonymous with sporting performance, characterised by advanced technology derived from Pirelli's long experience in motorsport. P Zero tyres are selected by more than 50% of the global prestige market, meaning that more than half of the most desirable cars in the world leave their factories on Pirelli tyres.

A WIDE RANGE OF TYRES

There are more than 770 Pirelli tyre models, underlining the close technical collaboration between the two companies, with the latest chapter being the new Mercedes-Benz C-Class. The car – available with both rear-wheel drive or four-wheel drive – benefits from a bespoke version of the Cinturato P7, launched last year, and P Zero: true to Pirelli's 'Perfect Fit' philosophy. These tyres are designed to integrate perfectly with the car's systems thanks to a perfect balance between the rigidity of the structure and tread pattern under different loads, ensuring safety as well as performance. For winter conditions, the Pirelli Winter Sottozero 3 is available: a tyre for the top end of the premium market that provides high levels of driving performance. In certain sizes, the P Zero is available with PNCS technology, which reduces the noise on the inside of the car from the interaction between the road surface and the tyre. The Cinturato P7 tyres for the new Mercedes-Benz C class will instead also be available with the Self-Supporting Run Flat option to mitigate punctures. This system guarantees safety without compromising enjoyment, by keeping the car stable even in the event of a puncture. Thanks to this system, cars can keep driving safely for 80 kilometres at a maximum speed of 80kph.

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