



PRESS RELEASE

evo MAGAZINE NAMES PIRELLI P ZERO 2021 THE BEST ULTRA HIGH PERFORMANCE TYRE OF THE YEAR

Milan, 22 November , 2021 – The Pirelli P ZERO has firmly declared its place in the ultra high performance market as it tops an important tyre test conducted by *evo* magazine for the second time, surpassing leading competitors. *evo* refer to the P ZERO as **“a tyre that proves you can have (almost) everything.”** The P ZERO was pitted against eight other well-known competitors in a series of thorough challenges, designed to find *evo* reader’s the very best performance tyre.

evo described the Pirelli P ZERO as being the **“only tyre that felt like it could make every apex on pure grip – all you had to do was keep turning. That feeling of abundant grip and settled neutrality was matched to a smooth, feel some steering that inspired confidence.”**

WET AND DRY HANDLING – NO PROBLEM FOR THE P ZERO

evo’s annual performance tyre test is one of the toughest in the market, combining objective test results with the subjective opinions from a selection of experienced testers. The test criteria allows for key aspects such as handling, braking and acceleration to all be under assessment, in a range of different circumstances – including in both the wet and dry.

In terms of wet handling, “right from the off, the pace-setting Pirelli gave great feel and good feedback” wrote *evo*, **“so it’s a tyre that you quickly trust and exploit.** The final test results prove that the P ZERO offers a perfect combination of great steering and grip, hand in hand with handling that is both secure yet rewarding of a comfortable and smooth ride, going on to rank top for dry handling and on the road route. In terms of safety, **the P ZERO reached the highest score also in the wet braking test**, trailing the second classified tire by more than one meter and the **best score in wet circle test.**

THE TYRE PREFERRED FOR THE BEST CAR IN THE WORLD

The *evo* tyre test was conducted at a bespoke tyre test facility in Italy, using an Audi S3 test car and it was carried out with the latest P ZERO in 18-inch size, selected from a range designed to equip some of the world’s best and most desirable supercars around the world. 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.
