



PRESS RELEASE

PIRELLI PARTNERS WITH UAE TEAM EMIRATES IN 2022: COLNAGO BIKES WILL BE EQUIPPED WITH P ZERO TYRES

An all-Italian partnership that will extend from the technical and sporting collaboration with the famous World Tour team of Pogačar and Trentin to 100% of the supply to the prestigious bike brand.

Milan (Italy), 17 December 2021. A few days before the start of the new year, Pirelli announces yet another sporting partnership with another cycling team in the top UCI category: the World Tour UAE Team Emirates.

The team, which has a high-profile roster starting with Slovenian Tadej Pogačar, will ride on Pirelli tyres in 2022 and 2023, choosing between the P ZERO RACE TLR or clincher tyres and the lightweight P ZERO TUB SL tubulars. The recently formed UAE Team ADQ women's team will also ride on Pirelli tyres.

The partnership is all Made in Italy and brings together for the first time two big names in Italian sport: Colnago and Pirelli. The famous Cambiago-based manufacturer has chosen Pirelli for the team and its bikes too. In the near future the Colnago range will be equipped with Pirelli tyres.

Technical development remains as always, a central aspect of the collaboration with UAE Team Emirates, as feedback generated by the riders will help Pirelli to design high performing products for the many passionate cyclists.

New faces and familiar ones will come together for this purpose. Pirelli's "veterans" include Denmark's Mikkel Bjerg, who has already won a world time trial championship (U23, Harrogate 2019) with the Milanese company's tyres, and Italy's Matteo Trentin (silver medal in Yorkshire, in the same year).

The Italian rider has also contributed his feedback to the development of the P ZERO tyres since their first appearance in the World Tour in 2018.

Matteo Trentin's comment: *"I'm really happy to be getting back on Pirelli for next year. It's quite special for me as I was one of the first riders to test and compete with Pirelli after their move into bicycle tyres. In just a few years since then they have become one of the market leaders and for me probably the best tyres in the peloton. Myself and the rest of the team are really excited for this new step."*

Matteo Barbieri, General Manager of Pirelli Cycling, commented, *"Pirelli's commitment to the world of professional cycling is even broader and more important today. With this new partnership we're not only celebrating the arrival of our tyres on a new World Tour team, but we're signing an all-Italian agreement that will see us on the bikes of one of the most*



prestigious names in cycling: Colnago. It's an honour and a pride for us. It's also a new technical collaboration that will help us take our products to the next level, for the professional and amateur riders."

Nicola Rosin, Colnago CEO: *"It's a partnership that fills us with pride because we're talking about Pirelli, the absolute reference brand in motorsport racing and which, in cycling, has now embarked on a path of excellence and product innovation. We are ready to win together."*

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