



## PRESS RELEASE

### **PIRELLI ELECT WINS THE 2021 'HEVEA' AWARD IN SPAIN FOR THE BEST TECHNOLOGICAL INNOVATION IN THE TYRE INDUSTRY**

#### **PIRELLI'S TECHNOLOGY DEDICATED TO ELECTRIC AND HYBRID PLUG-IN VEHICLES RECOGNISED IN A VOTE FROM 12,000 INDUSTRY PROFESSIONALS**

*Milan, 08 March 2022* – Pirelli's Elect technology package has won the prize for "Best Technological Innovation of 2021" at the third edition of *Los Premios Hevea de la Industria del Neumático*: an awards ceremony held in Spain to recognise the work done by companies in the tyre and auto parts sectors, organised by the *Europneus* magazine.

These prizes are awarded based on the votes of nearly 12,000 automotive professionals, from those working in tyres and car components to those managing related assistance services.

#### **THE CHARACTERISTICS OF PIRELLI'S ELECT TYRES**

Elect tyres have been developed by Pirelli in collaboration with the main car manufacturers to meet the specific technological requirements of electric and plug-in hybrid vehicles, improving their performance and driving comfort. Presented for the first time at the 2019 Geneva Motor Show, they offer several advantages including low rolling resistance to increase range, decreased road noise to ensure excellent comfort, immediate grip to put down the instant torque, and a strong structure to support the weight of a battery-powered vehicle. Pirelli Elect is available as original equipment for the most recent electrified car models, such as the Porsche Taycan (the first car to use tyres with Elect marking) and the Ford Mustang Mach-E GT.

The Hevea award for best technological innovation underlines Pirelli's commitment to developing products with high levels of quality and technology, along with the "Advancement in Safety" award from Spanish magazine *Car and Driver* last December for the Cinturato All Season SF2's safety innovations. Britain's *evo* magazine also chose the P Zero as the "best high-performance tyre of 2021".

Pierangelo Misani, Pirelli's Senior Vice President R&D and Cyber, said: "At a crucial turning point for the entire automotive sector, this award confirms that technological innovation is key to competing in a constantly-evolving market. This is also confirmation of the widespread recognition that Pirelli Elect is receiving on the market and from carmakers thanks to our know-how when it comes to enhancing the benefits of modern electrified vehicles."

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