



## PRESS RELEASE

### **THE PIRELLI 35 INFLATABLE BOAT WINS THE 2022 RED DOT DESIGN AWARD**

#### **A SPECIAL EDITION OF THE AWARD-WINNING WALKAROUND BOAT TO BE EXHIBITED AT THE DESIGN WEEK IN MILAN**

*Milan, May 23 2022* – The PIRELLI 35 inflatable boat made by Tecnorib, licensee of the PIRELLI and PZERO trademarks for inflatable boats, has won the Red Dot Design Award 2022, one of the most important accolades in the world for the last 30 years, assigned by a jury of about 50 international design experts. A special edition of this walkaround will be exhibited from 7 to 12 June at the Salone del Mobile in Milan, an event that attracts more than 370,000 visitors from all around the world every year.

#### **THE CHARACTERISTICS OF THE PIRELLI 35**

The PIRELLI 35 is a fast, modern and refined 11-metre walkaround boat created by TecnoRib, in collaboration with the Mannerfelt Design Team from Sweden. Showcasing both high performance and elegant design, it appeals to clients looking for speed who also want to enjoy the sea in the large sunbathing areas at the front and back. In every respect, the PIRELLI 35 is designed for safety as well as comfort. This boat, which follows on from the PIRELLI 42, was previewed last year at the Venice Boat Show and photographed on the waterways of Venice by Carlo Borlenghi. Since then, the family has recently expanded with the PIRELLI 50: the largest of the range, which stands out for the particular attention paid to interior spaces, with its two double cabins.

#### **THE SPECIAL EDITION AT THE 2022 DESIGN WEEK**

The 2022 Design Week in Milan provides an opportunity to find out more about a special edition of this award-winning boat. From 7 to 12 June, the PIRELLI 35 will be displayed in a large pool right at the centre of the main walkway of the Salone del Mobile in Milan's exhibition centre. Unlike the award-winning boat with white tubulars, the special edition designed for the Salone del Mobile will be the all-black Speedster version, with light leather cushions and a contrasting PIRELLI logo. The 600-horsepower boat is good for a top speed in excess of 50 knots, in total safety and comfort.

Winning the Red Dot Design Award is nothing new for Pirelli and TecnoRib though: the PIRELLI PZERO1400 Sport, which was one of the first models in the range and the flagship of the speedboat range, also triumphed in 2009; winning the 'best of the best' award.

#### **JUMP THE QUEUE WITH PIRELLI CARE**

Subscribers to the PIRELLI CARE service who want to visit the show and see the Pirelli 35 up close can win three pairs of VIP tickets with priority entry on 11 and 12 June 2022. PIRELLI CARE is an app-based solution for tyres and mobility services at a fixed monthly price, helping members to take care of their cars and all the little problems that are part of everyday driving. People who subscribe to the service (from the [www.pirellicare.com](http://www.pirellicare.com) website or

directly by downloading the app) can choose from the Easy, Smart and Superior plans on offer, customising them further to meet specific needs.

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