



## PRESS RELEASE

### **THE PIRELLI ELECT WINTER RANGE GROWS: NOW AVAILABLE FOR MORE THAN 65% OF THE PREMIUM AND PRESTIGE MARKET**

#### **THE AFTERMARKET RANGE OF ELECTRIC CAR TYRES EXPANDS, NOT ONLY AS ORIGINAL EQUIPMENT**

*Milan, June 20, 2022.* Pirelli Elect, the package of technologies developed for electric cars and plug-in hybrids, is now widely available for the aftermarket and for winter. The expansion of Elect tyres for the aftermarket comes after the brand has been firmly established as original equipment, with the objective of adapting all the different families of product to the evolution of the market towards electrification. The result is the gradual integration of Elect technology into all the P Zero, Cinturato, and Scorpion ranges: in summer, all season, and winter versions.

The move towards production that's increasingly focussed on road car tyres is now well advanced, especially at the top end of the market, where Pirelli has a majority presence thanks to its partnerships with the world's most prestigious carmakers. When it comes to winter tyres for electric cars, a relatively new but rapidly-growing sector, Pirelli Elect exceeds 65% of the premium and prestige market (when it comes to prestige, Pirelli's share is greater than 80%).

#### **PIRELLI ELECT FOR THE AFTERMARKET AND EVERY SEASON**

As well as equipping the latest models fresh off the production line, the growing number of electric cars and their increased use during the whole year has made it essential to develop tyres for all the different seasons. For that reason, following the launch of the original Elect summer tyre, the range is now progressively expanding across the winter and all season variants throughout the P Zero, Cinturato and Scorpion families. The Scorpion family for SUVs, which has just been renewed, is particularly relevant as it currently has the greatest number of Elect homologations.

#### **THE ADVANTAGES OF PIRELLI ELECT**

The Elect-marked aftermarket tyres carry the same advantages enjoyed by the tyres used as original equipment: reduced battery consumption, management of the increased torque typical of electric engines, and optimal support of the vehicle's weight. Above all, Elect tyres allow drivers to benefit from the complete potential of BEV and PHEV vehicles throughout all possible usage conditions, also when the time comes to change the original tyres for aftermarket equipment.

#### **A DEBUT FOR AFTERMARKET TYRES AS HOMOLOGATIONS INCREASE**

The integration of Elect technology into original equipment tyres, which can be identified with a distinctive marking on the tyre sidewall, has been made possible thanks to Pirelli's collaboration with all the world's key carmakers. These are relationships that continue to develop, confirmed by the increasing need to supply tyres that meet the specific requirements of electrically-powered vehicles. In 2021 alone, the number of Elect homologations exceeded 250: double the total registered throughout 2020. This number underlines Pirelli as the tyre manufacturer with the biggest share of homologations for electric and plug-in hybrid cars.