



PRESS RELEASE

PIRELLI SUPPORTS THE UNITED NATIONS FUND DEDICATED TO ROAD SAFETY

\$800,000 donated since membership

With Cyber Tyre, Seal Inside and Run Flat, Pirelli technology enhances safety

Milan, 1 July 2022 – Pirelli stands beside the United Nations “Road Safety Fund” (UNRSF) in its commitment to road safety at the global level. A member and supporter since 2018, the first company of its segment to join, Pirelli reaffirmed its commitment during the “Fund Pledging Event” organized in New York by the UNRSF, to which Pirelli has donated \$800,000 over the years, to support global road safety initiatives.

“Pirelli – said Executive Vice Chairman and CEO, Marco Tronchetti Provera – has been a supporter and donor of the UNRSF since its foundation and was among the first companies of the automotive sector to join. Our focus is to constantly improve the safety of our tyres through technological innovation and belonging to the Fund allows us to support global initiatives in areas from infrastructure to urban planning and prevention. That is why the relationship with the UNRSF is such a natural fit and one that we will continue to support.”

“With donor support and the leadership of the UNRSF, we can achieve ambitious results and make concrete contributions to the UN Sustainable Development Goal of halving road traffic deaths and injuries by the end of the decade”, commented Filippo Bettini, Pirelli’s Sustainability and Future Mobility Officer and member of the UNRSF advisory board.

“To build a world where roads are safe for every road user, everywhere” is the vision of the UNRSF. A company like Pirelli, which with its tyres on the roads of the world, plays an important role in making them safer. This is why safety is one of the pillars of the company’s sustainable development.

One example is the sensor fitted **Cyber Tyre** that can transmit information in real time to improve the performance of the product itself and above all driving safety. This safety that, thanks to **Seal Inside and Run Flat** tyres, also extends to punctures and relative risks. This technology, in fact, allows you to continue driving even with a puncture and to maintain control of the car.

In addition, with the aim of combining better performance linked to driving safety and low environmental impact, Pirelli has adopted its “Eco-safety” approach which is able to exploit innovation in materials and employ virtualization instruments throughout the entire development process. This approach underpins our efforts to have over 90% of our new products in either Class A or B for wet braking and at the same time 70% in class A and B for rolling resistance by 2025.

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