



THE FIRST PIRELLI P ZERO TROFEO R FOR SUVs IS BORN WITH A RECORD FOR THE LAMBORGHINI URUS PERFORMANTE

The latest custom tyre for the newest Lamborghini joins the six tyres already produced by Pirelli for the Urus

Milan, October 5, 2022. The Pirelli P Zero Trofeo R has set a new benchmark, conquering the legendary Pikes Peak International Hill Climb on the Lamborghini Urus Performante in record time for the category. This same tyre was chosen by Lamborghini as original equipment for the newest version of its super SUV.

From the start, the Urus was already homologated with six variants of Pirelli tyres: P Zero tyres in 21, 22, and 23 inches, designed to ensure high performance on the road; 22-inch P Zero Corsa covers for fun on the track; as well as 21-inch Scorpion Zero All Season and 22-inch Scorpion Winter equipment to drive safely on any terrain and in low temperatures. Joining them is now the 22-inch P Zero Trofeo R: the most performance-oriented Pirelli tyre of all, specifically intended for the track but also approved for the road.

It marks the very first time that Pirelli has adapted a P Zero Trofeo R for the needs of an SUV: this latest evolution tyre for the Lamborghini Urus Performante is able to offer high performance in a wider range of conditions and temperatures than the standard P Zero Trofeo R. But the new tyre is also capable of conquering some of the most famous roads in motorsport, such as the epic Pikes Peak Hill Climb course in Colorado. With multiple hill climb champion and Pirelli test driver Simone Faggioli behind the wheel, the Performante recorded a time of 10m32.064s: beating the previous class record of 10m49.902s, set in 2018.

Like all Lamborghini tyres, this particular P Zero Trofeo R was born out of the close collaboration between Pirelli and Lamborghini, which dates back to 1963. The technological partnership that binds the two companies is based on the 'Perfect Fit' philosophy: a strategy through which Pirelli develops bespoke tyres for each car made by the Premium and Prestige manufacturers it collaborates with. All Lamborghinis can be fitted with Pirelli tyres created for the specific features of each model, both as original equipment and on the aftermarket. Pirelli and Lamborghini also have a shared history in competition that goes back more than 30 years: from the debut of the Scorpion for the LM002 that contested the Paris-Dakar Rally in 1988, to the current GT World Challenge Europe: exclusively supplied by Pirelli with Lamborghini among the leading teams.

Pirelli Press Office
Tel. +39 02 6442 4270 – pressoffice@pirelli.com
www.pirelli.com