



## PRESS RELEASE

**PIRELLI LAUNCHES INVESTMENT OF 114 MILLION EURO IN THE PLANT AT SILAO, MEXICO**

**THE INVESTMENT WILL INCREASE THE PRODUCTION CAPACITY OF THE SILAO PLANT BY MORE THAN ONE MILLION PIECES FOR A TOTAL OF 8.5 TIRES AT COMPLETION IN 2025 MILLION (7.2 MILLION AT END 2022)**

**ON THE PLANT'S 10<sup>TH</sup> ANNIVERSARY, DIEGO SINHUE RODRIGUEZ VALLEJO, THE GOVERNOR OF THE MEXICAN STATE OF GUANAJUATO, VISITED THE FACTORY TOGETHER WITH CLAUDIO ZANARDO, PRESIDENT AND CEO OF PIRELLI NORTH AMERICA**

**TO CELEBRATE THE ANNIVERSARY, PIRELLI MEXICO HAS PRODUCED THE BOOK "PIRELLI, THE CULTURE OF INNOVATION"**

*Guanajuato, Milan, 29 October 2022* – On the occasion of the tenth anniversary of the founding of the Silao factory, Pirelli today announced the start of a 114-million-euro investment - already envisaged in the 2021-2022 | 2025 industrial plan. The construction – planned for the two-year period 2022/2023 – is aimed at further increasing High Value production at the Mexican site. The investment confirms the strategic importance of the plant and will see an increase in production capacity of over one million pieces for a total of 8.5 million tires by 2025 when fully operational (from 7.2 million at the end of 2022). With an expansion of the production area of 16,000 square meters to over 220,000 and further improvement of the mix, the investment will also create of 400 new jobs for a total of 3,200 employees when fully operational.

The investment was announced during the visit by the governor of the Mexican state of Guanajuato, Diego Sinhue Rodríguez Vallejo, to the Silao factory for the celebration of its tenth anniversary. The ceremony also saw the participation of the Executive Vice Chairman and CEO of Pirelli, Marco Tronchetti Provera, via video message and was attended by the Ambassador of Italy to Mexico, Luigi De Chiara, the President and CEO of Pirelli North America, Claudio Zanardo and the CEO and General Manager of Pirelli Neumaticos SA Mexico, Paolo Benea.

*"The Silao plant has made an important contribution to the success of Pirelli's global strategy of becoming the leader in the High Value segment. When we chose Silao, and the Guanajuato region, as the location for a new plant 10 years ago, our expectations were very high. Today I am happy to say that we have achieved our goals and that the factory and the people who work there have exceeded our expectations. In fact, the Silao plant is one of the most technologically advanced in the Group and will soon host a new Pirelli R&D Centre. As we have for 10 years, we continue to strongly believe in Silao and its people",* said **Marco Tronchetti Provera, Executive Vice Chairman and CEO of Pirelli.**

*"Mexico is a strategic area for Pirelli for all its activities in North and Central America and with this investment we will further increase Pirelli's technological and industrial competitiveness. I wish to thank all the people and the institutions, who over these years have contributed to the growth of the Silao factory",* said **Claudio Zanardo, President and CEO of Pirelli North America.**

*"In Guanajuato we are very proud to have Pirelli in our state, and to celebrate its tenth anniversary of the Silao plant, as well as the 150th anniversary of its foundation worldwide.*

*The presence of Pirelli in Guanajuato, one of the most advanced companies in innovation and technology, supports our continued advancement from manufacturing to mindfacture.*

*Pirelli and Guanajuato, share values and a vision of the future, enabling us to build a success story together. Constant investments confirm the strategic importance of this plant and ratifies the confidence that Pirelli has in our state. We are thankful for this commitment which will strengthen our development and generate more jobs for Guanajuato families”, said **Diego Sinhue Rodríguez Vallejo**, the Governor of the Mexican state of Guanajuato.*

Located within the Silao “Puerto Interior” industrial hub, in the state of Guanajuato, one of Mexico’s major logistics centers and key economic and technology hubs, Pirelli inaugurated the plant in 2012 to serve the local and North American markets.

In the last ten years, the Silao plant has grown at a remarkable speed, progressing from a capacity of around 1.5 million tires and a staff of 300 people at the end of 2012 to a capacity of 7.2 million tires at the end of 2022 and around 2,800 employees. Its production is focused on the High Value segment, producing High Performance and Ultra-High Performance tires for passenger cars, electric vehicles, SUVs and Light Trucks.

The Mexican plant has always delivered the most innovative Pirelli solutions, like Cyber Tyre, PNCS (Pirelli Noise Cancelling System™), and RFID writing, aimed at tracking tires to provide product information to the entire logistics chain. Equipped with the group’s most advanced production processes, in recent years the Mexican factory has implemented the principles of Industry 4.0, in addition to a growing engagement with environmental care, adopting international standards that promote electricity and water savings, and ensure the recycling of waste from the plant.

The commitment announced today brings Pirelli’s investment in the Mexican plant since its foundation to more than 800 million euro and follows the announcement in May 2022 of the creation of the Italian company’s first Research and Development Center in Mexico, which is in addition to the 13 existing centers around the world. Innovation is in fact an essential element of Pirelli’s strategy and the company annually invests around 6% of its revenue from High Value products in R&D and has over 6,700 patents.

#### **“PIRELLI, THE CULTURE OF INNOVATION”, A BOOK CELEBRATING THE 10<sup>th</sup> ANNIVERSARY**

To celebrate a milestone as important as the tenth anniversary of its foundation, Pirelli Mexico has published a book entitled “Pirelli, the culture of innovation,” edited by Trilce Ediciones and realized also thanks to the contribution from Fondazione Pirelli and the material housed in the company’s Historical Archives: a way to commemorate the local legacy of a company that in January 2022 marked 150 years of activity with worldwide celebrations. The book retraces the development stages of the Silao plant, its rapid growth, deep roots in the territory and among local communities, and Pirelli’s contribution to the development of the Guanajuato Region.

The celebration of the tenth anniversary of the Silao plant takes on particular importance in a year when Pirelli is commemorating 150 years since its foundation in Milan, where on January 28, 1872, the 23-year-old Giovanni Battista Pirelli founded a rubber factory that would become one of the most innovative and technologically advanced companies in the world. Known for its production excellence and as a lifestyle brand, active in culture, sport and motorsport at the highest levels, Pirelli today has 18 production plants in 12 countries and a commercial reach in over 160 countries.

Pirelli Press Office -Tel. +39 02 6442 4270 - [pressoffice@pirelli.com](mailto:pressoffice@pirelli.com) – [www.pirelli.com](http://www.pirelli.com)

