



PRESS RELEASE

BMW i4 M50: THE FIRST BMW M ELECTRIC VEHICLE EQUIPPED WITH PIRELLI P ZERO ELECT

Pirelli tyres homologated for most of the BMW M range, designed with a dedicated development process

Milan, 24 January 2023. The Pirelli P Zero Elect has been selected by BMW M to equip the new BMW i4 M50, the first fully electric car developed by the brand's high-performance division, which celebrated its 50th anniversary last year. The latest zero-emission coupé now joins many other BMW M cars for which Pirelli has developed bespoke original equipment tyres.

The BMW i4 M50 sets the sporting division of the brand on the path towards total electrification for the first time. There are two engines driving all four wheels, giving the car a total power output of 544CV (400kW) with acceleration from 0-100kph in 3.9 seconds. To handle the high performance of the car and meet the unique demands common to all electric vehicles, Pirelli has developed P Zero tyres with Elect technology, which can be recognised from specific markings on the sidewall. Alongside the star that identifies all bespoke BMW original equipment tyres, the Elect logo also indicates that the tyre has been specially developed to complement the characteristics of BEV or plug-in hybrid vehicles, such as instant torque, increased weight from the batteries, and silent travel. The structure of the Pirelli tyre has been reinforced to support the car and deliver maximum performance even during extreme sports driving. The special high-grip compound has also been designed to give maximum grip to guarantee precise and efficient handling.

PIRELLI AND BMW M

In 2022 BMW's sporting M division turned 50, transferring the expertise developed in motorsport to everyday roads. Equally, the know-how accumulated by Pirelli in over 150 years of history and over 110 years of competition allows the Italian firm to create tailor-made tyres for some of the most iconic and prestigious performance brands in the world, enhancing the entire driving experience and sharpening the vehicle dynamics. Pirelli's association with BMW M has resulted in tyres for the X3 M and X6 M SUVs, for example, both of which are homologated with P Zero for summer and Scorpion Winter for the colder months. Pirelli also equips the elegant 8 Series with P Zero tyres and the iconic M5 CS exclusively with P Zero Corsa, for use on both the track and the road.

Pirelli Press Office
Tel. +39 02 6442 4270

pressoffice@pirelli.com – www.pirelli.com