



PIRELLI AND UNIVRSES SIGNED A PARTNERSHIP TO ENHANCE CYBER TYRE™ TECHNOLOGY BY INTEGRATING THE SWEDISH COMPANY'S AI-BASED COMPUTER VISION SYSTEMS

Under the agreement, Pirelli acquires a 30% stake in UnivrseS (with the option to reach a majority stake) to strengthen solutions for road network monitoring as well as for autonomous driving

In 2025, Pirelli yet launched a road monitoring project in Puglia using Cyber Tyre plus UnivrseS technology

Milan/Stockholm, 29 April 2026 – Pirelli and Swedish company UnivrseS have signed an agreement that provides for the integration into the Pirelli Cyber Tyre system of AI-based computer vision technologies. Under the agreement, through which Pirelli has acquired a 30% stake in the Swedish company (with the option to reach a majority stake), UnivrseS' 3DAI™ technologies will be integrated into Pirelli's Cyber™ Tyre system solutions. The combination of the technologies developed by UnivrseS and Pirelli will deliver vehicles that are safer and more performant, with potential applications in ADAS and autonomous driving systems, and will also deliver timely, relevant and actionable data, seamlessly, for a range of road management use cases. Insights will enable road authorities to make better decisions and deploy resources more effectively - potentially reducing road-related accidents and saving lives.

THE PIRELLI AND UNIVRSES' TECHNOLOGIES

The technologies permit to use onboard cameras and tyres to collect data that provide vital feedback on road conditions.

In particular, Pirelli Cyber™ Tyre, which is the world's first integrated hardware and software system capable of collecting data from sensors inside the tyres, process the information collected using Pirelli's proprietary software and algorithms, and communicate in real time with the vehicle's electronics and with the cloud, enhancing cars' safety systems and permitting to monitor road infrastructures' status.

UnivrseS' technology, originally developed to give cars the ability to make sense of their surroundings, has been adapted to turn vehicles into AI-enabled road monitoring agents. The Swedish company has developed [3DAI™ Engine](#) - software that gives autonomous vehicles perception capability (3D Positioning, 3D Mapping, Spatial Deep Learning) - and [3DAI™](#) - an AI-powered system that digitises city and roadside infrastructure, fed by the data from sensors, such as cameras, installed on vehicles.

A first project is already underway in Italy. In 2025, Pirelli and the Puglia Region launched a monitoring system for the regional road network to create an up-to-date map of infrastructure conditions. The system provides analyses based on data collected by tyres and processed through the Cyber Tyre™ platform, together with visual data collected via cameras and interpreted using UnivrseS technology.



Pirelli Chief Executive Officer, Andrea Casaluci, stated: “The agreement with UnivrseS further enhances our Cyber Tyre™ platform, thanks to advanced AI-based artificial vision technologies. The collaboration between Pirelli and UnivrseS will make a significant contribution to the ongoing transformation of cars into true software-defined vehicles.”

UnivrseS CEO, Jonathan Selbie, commented: “Continuous monitoring and data are becoming the new foundation for infrastructure asset management, and UnivrseS technology is able to provide powerful analytical capabilities based on reliable and frequently updated data. In this context, we are pleased to welcome Pirelli as an investor and to take our partnership to the next level: we will join forces to deliver increasingly advanced services and products.”

About Pirelli

Established in Milan in 1872, Pirelli is a major player in the tyre industry and the only global manufacturer focused solely on the Consumer tyre market, which includes tyres for cars, motorcycles and bicycles. With a distinctive positioning in High Value tyres, the Group stands as a global brand known for its cutting-edge technology, high-end production excellence and passion for innovation that draws heavily on its Italian roots.

Pirelli’s technological excellence is also nourished by the innovation and competencies derived from sporting competitions, in which it has been active for over 115 years. At present, the company participates in over 350 car and motorcycle sport events and since 2011 it has been the Global Tyre Partner to the Formula One™ World Championship.

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About UnivrseS

Founded in 2015, UnivrseS is a Stockholm-based deep tech company specialising in computer vision and AI. Their 3DAI™ platform transforms regular vehicles into sophisticated sensors, providing real-time infrastructure data to help road authorities and automotive partners operate more effectively and safely.

Applications + Case Studies

Over the past 7 years, UnivrseS has worked with leading vehicle manufacturers to develop advanced AD/ADAS functionality, with its software already integrated into flagship models from several global brands. By adapting this core technology for road assessment, the company now supports authorities at all levels across Europe - including **Sweden’s Trafikverket** and **National Highways in England** - to deliver high-fidelity infrastructure intelligence.

The technology provides authorities with continuous, scalable road monitoring that shifts asset management from reactive to proactive and, in doing so, greatly reduces costs and CO₂ emissions, all while improving public safety and saving lives. Such insights give local governments and road authorities real-time visibility into networks - helping them plan maintenance, allocate resources, and respond to issues more effectively.



Already trusted and deployed across European transport networks, UnivrseS transforms raw sensor data from cameras integrated into regular vehicles into actionable insights on road conditions, traffic signs, street lighting, roadworks, and other public assets. In the Netherlands, **UnivrseS has recently joined the Road Monitor (“ROMO”) [project](#)**, a landmark initiative for European road management which includes **Dutch government ministries and agencies**, a number of automotive suppliers, including **Stellantis** and **Mercedes-Benz**, and **the EU**. ROMO converts anonymised vehicle data into valuable insights for road authorities, improving key functions such as asset and weather management, plus road safety.

Further information: www.univrseS.com

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