



PRESS RELEASE

PIRELLI ACQUIRES A 24.99% STAKE IN RIDESENSE, A START-UP SPUN OUT FROM THE UNIVERSITY OF NAPLES FEDERICO II AND THE MEGARIDE GROUP

The partnership will enhance the Cyber Tyre ecosystem by integrating data from physical tyre sensors with virtual sensor technology, strengthening key safety functions such as aquaplaning detection

Naples, 2 July 2026 – Pirelli has entered into an agreement with RIDEsense, a start-up spun out from the Department of Industrial Engineering at the University of Naples Federico II and the MegaRide Group, which specialises in the development of advanced technologies for mobility, to collaborate on the development of new software solutions to be integrated into the Pirelli Cyber™ Tyre ecosystem. The agreement, which grants Pirelli a licence to use RIDEsense's virtual sensor technology and includes specific safeguards regarding the granting of rights to third parties, also provides for Pirelli to acquire a 24.99% equity stake in RIDEsense, together with an option to increase its holding up to 100% of the company's share capital.

The integration of the physical sensors used in the Pirelli Cyber™ Tyre system with RIDEsense's virtual sensors (algorithms that process information generated by the sensors already installed in vehicles) will further expand the contribution of Cyber™ Tyre to the vehicle's electronic safety systems. It will also strengthen existing functions, such as aquaplaning detection, while enabling the development of new capabilities related to tyre diagnostics and, more broadly, vehicle diagnostics. The Pirelli Cyber™ Tyre ecosystem therefore adds another key element in its evolution towards playing an increasingly important role in ADAS and autonomous driving systems.

PIRELLI CYBER™ TYRE

Already fitted as original equipment on selected vehicle models currently on the market, the Pirelli Cyber™ Tyre system is the world's first integrated hardware and software solution capable of collecting data from sensors embedded in tyres and processing it using Pirelli's proprietary software and algorithms. The information is transmitted to the vehicle's electronic systems in real time, enabling new functions integrated with driving and control systems, including ABS, ESP and traction control. The aim of Pirelli's technology is to improve vehicle safety, performance and efficiency. It can also be used to monitor the condition of road infrastructure, helping to identify situations that may pose potential risks to road users. Pilot projects for this application are already underway in collaboration with public authorities.

RIDEsense

RIDEsense's technology is based on physics-based algorithms that model vehicle and tyre behaviour. It is available both as software, implementing virtual sensors within



standard production vehicle electronic control units (ECUs), and as hardware through the development of the dedicated Kymes platform, designed to provide direct access to the testing and motorsport markets.

"More than 20 years ago, we embarked on the journey that led to the integration of data collection and transmission capabilities into tyres, giving rise to Cyber Tyre technology. Our agreement with RIDEsense will further expand the potential of this ecosystem by strengthening its software component, which lies at the very heart of Cyber Tyre," said Piero Misani, Chief Technical Officer at Pirelli.

"This is a significant agreement for Italy," commented RIDEsense Chief Executive Officers Flavio Farroni and Aleksandr Sakhnevych. "It brings together Italian research and industry to take a project that began more than ten years ago in Naples, within the Vehicle Dynamics Group at the University of Naples Federico II, and supported by the University's technology transfer structures, onto Pirelli's production lines. As mobility becomes increasingly connected, technologies capable of delivering greater safety, efficiency and driving quality are essential. This is the objective we share with Pirelli."

PIRELLI

Founded in Milan in 1872, Pirelli is one of the world's leading tyre manufacturers and the only global company exclusively focused on the Consumer tyre market, which includes tyres for cars, motorcycles and bicycles. With a distinctive positioning in the High Value segment, the Group has established itself as a global brand recognised for cutting-edge technology, premium manufacturing excellence and a passion for innovation deeply rooted in its Italian heritage. Pirelli's technological leadership is also driven by the innovation and expertise gained through more than 115 years of involvement in motorsport. Today, the company competes in more than 350 car and motorcycle racing events and has been the Global Tyre Partner of the FIA Formula One World Championship™ since 2011.

RIDEsense

Founded in 2023 within the **MegaRide** ecosystem (a spin-off from the University of Naples Federico II that has also generated innovative companies including VESevo and Grip Advisor, and acquired Wriggle Solutions), RIDEsense was launched with the support of **Iniziativa Cube** and **Innova et Impera**. The company is now based at the **Campania NewSteel** incubator, operating within an advanced technology ecosystem supported by strong academic and industrial partnerships and protected by an international patent portfolio safeguarding its innovations.



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