



PRESS RELEASE

PIRELLI TYRES WITH SENSORS FOR AUDI RS 4 AVANT EDITION 25 YEARS

- **In addition to the P Zero Corsa that comes as original equipment, customers will receive a kit consisting of P Zero Trofeo RS tyres linked to the Pirelli Track Adrenaline system.**
- **Track Adrenaline acts as a 'virtual engineer' for optimal tyre management during track days, made up of tyres with sensors connected to an app.**
- **Pirelli has been standard equipment on the Audi RS 4 since the first model was launched, 25 years ago.**

Milan, 28 May 2024. Pirelli is Audi Sport's exclusive tyre partner for the Audi RS 4 Avant edition 25 years. The anniversary edition of the iconic sports estate car has two tyre options: Pirelli P Zero Corsa as original equipment, as well as a specific track kit consisting of Pirelli P Zero Trofeo RS tyres equipped with Cyber technology and combined with Pirelli's Track Adrenaline system, both in 275/30R20 size.

The P Zero Corsa is a high-performance tyre suitable for sports driving, which draws on the technologies developed by Pirelli for racing. It also provides the ideal equipment for driving the Audi RS 4 Avant edition 25 years on the road, thanks to its high levels of traction, comfort and safety in the wet as well.

Stability, stress resistance, grip and consistency on track are the characteristics of the new P Zero Trofeo RS, the street-legal semi-slick tyre designed by Pirelli to achieve maximum performance. The custom-made P Zero Trofeo RS tyres for the Audi RS 4 Avant edition 25 years are equipped with Pirelli Cyber sensors that detect tyre status and driving conditions, transmitting them to the driver through an app that is downloadable on any smartphone. These elements, which together with a high-precision GPS module make up the Track Adrenaline system, act as a 'virtual engineer' during track sessions. With the digital manometer, drivers can select the desired set-up before moving off. Then, during the session, the information recorded by sensors as well as telemetry detected by the control unit and data from the GPS module is used to record lap times and the ideal racing line. After the session, drivers can analyse the recorded data via the app and so improve their technique.

If accompanied by a passenger, drivers can also activate the 'live view' function, which – just like team radio in Formula 1 – gives immediate and brief messages to help the driver: suggesting, for example, to warm up the tyres or come into the pits.

These new tyres and the Track Adrenaline kit for the Audi RS 4 Avant edition 25 years mark a new chapter in the collaboration between Pirelli and Audi for the RS range. Among the many models that have benefitted from this joint development work is the very first Audi RS 4 launched 25 years ago, which was originally equipped with tyres from the P Zero family. Not to mention the RS 4 competition, for which Pirelli is the exclusive original equipment supplier, or the RS Q8 and RS 3, both of which set Nürburgring track records in 2019 and 2021 respectively. Today, the Pirelli range for Audi RS takes in 36 homologations, including summer, winter and track-specific tyres.

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