



PRESS RELEASE

PIRELLI: THE FIRST P ZERO IS BACK IN A LIMITED EDITION, DEVELOPED FOR THE LANCIA DELTA S4 STRADALE

The forerunner of a family of tyres that has now reached its fifth generation is reborn after 40 years

Milan, 18 June 2025 – Forty years after the birth of the P Zero brand, **Pirelli recreates the first tyre with this name**, the progenitor of a family of products that has always been synonymous with performance and safety which today has reached **its fifth generation**. This tyre has given birth to an entire line able to satisfy all the needs of high-end mobility, also in view of the most important changes in the sector, such as electrification and connectivity.

THE P ZERO FOR THE LANCIA DELTA S4 STRADALE

To mark the fortieth anniversary of the P Zero line, as well as the Lancia Delta S4 Stradale, Pirelli has recreated, in a **limited edition** of 40 sets, the Pirelli P Zero that debuted in 1985 on what was the road version of a motorsport icon like the Lancia Delta S4 Group B.

The tyre was born of Pirelli's **experience in competition** and was derived from the radial tyres that the Milanese company supplied to car manufacturers competing in the World Rally Championship. Today, it is available in the **205/55 R16** size - the only one originally developed – of the **Pirelli Collezione** line, dedicated to iconic vehicles built between 1930 and 2000. Like every tyre in this range, it is distinguished by its **appearance, the same as that of the era, but is made with modern materials and technologies** that combine the original sportiness of the car with greater safety.

The re-edition of the tyre also features the innovative elements that characterized its debut. It features **a single tread that combines the three souls of the racing tire**: the inner shoulder, with grooves like wet-weather tyres, ensured grip on wet roads. The outer shoulder, inspired by slick tyres, provided traction in dry conditions. The central part of the tread adopted some of the hallmarks of intermediate tyres, balancing the two extremes.

THE FIFTH GENERATION

Pirelli recently introduced the fifth generation of P Zero, creating a product that, also in this iteration, continues to satisfy the evolving needs of high-end mobility. Among the characteristics of the new tyre, improved handling and reduced braking distance obtained thanks to **virtual development techniques and artificial intelligence**. The fifth generation of P Zero offers a range between 18 and 23 inches, with over 50 products already available that add to the others in the P Zero family to provide complete coverage of the premium and prestige market in all its applications.

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