



PRESS RELEASE

PIRELLI: P ZERO R WITH MOTORSPORT DNA FOR THE NEW AUDI RS 5 AND RS 3 COMPETITION LIMITED

The compound brings Audi Sport's character to both road and track: from the new hybrid era of the Ingolstadt-based company to the exclusive RS 3 competition limited

Milan, April 8, 2026 – Pirelli has developed bespoke versions of the **P Zero R** for the new Audi RS 5 and the RS 3 competition limited. The goal is to ensure driving pleasure in everyday use without compromising track performance, with a particular focus on **elevated grip** and **reduced braking distances**. Audi RS was among the first brands to bring the P Zero R to the road, a tyre designed to enhance sports cars' on-road performance and driving enjoyment. The new fitments are the result of over 25 years of experience gained through collaboration with Audi Sport, which has flowed into the development of tailor-made tyres for the sportiest cars and high-performance SUVs.

P Zero R ad hoc development to maximize braking performance and grip

Audi's primary objective was **braking** performance: the P Zero R was designed to approach the levels of the Trofeo R – Pirelli's semi-slick tyre already fitted on other RS models – ensuring extremely short stopping distances, with very rapid and repeatable deceleration even under stress conditions. To achieve this result, Pirelli's German R&D center in Breuberg focused on the compound, in close collaboration with Milan headquarters, leveraging **experience gained in motorsport**. The new compound has been optimized to deliver superior performance even when cold and a very high level of **grip**, responding to Audi's specific request to **focus on safety and control** during deceleration. Even with performance levels close to track-oriented products, the P Zero R is designed for **everyday use on sports cars** and has higher efficiency—certified by the European label—compared to the main ultra-high-performance products.

*"The tyre is the only connection between the vehicle and the road surface. Therefore, it plays a significant role in chassis development, especially in our RS models, where excellent handling has paramount importance", says **Steffen Bamberger, Head of Technical Development at Audi Sport GmbH**. "Plus a close, collaborative partnership is essential to achieving this level of performance".*

The perfect balance of road and track

The **RS 3 competition limited**, created to celebrate the 50th anniversary of the five-cylinder engine, features a coilover suspension, increased top speed and ceramic brakes, thus providing impressive driving dynamics. Two tyre types are available: the standard **P Zero R** demonstrates a strong grip level on both dry and wet surfaces, and combines everyday comfort with sporty characteristics. Beyond that the **P Zero Trofeo R** semi-slick is specifically designed for track use but homologated for road driving. In addition to an asymmetrical tread pattern, the tyre features a specific rubber compound, derived from motorsport. This combination ensures a remarkably high level of grip and increased performance in dry conditions. Stability and lateral support are further enhanced, and braking distances are particularly short.

Joint development, including virtual simulation

The development process leveraged digital simulation both at Pirelli and Audi's R&D centers, making it possible to simulate tyre behavior by taking into account weight distribution and contact patch, and to optimize the management of high torque and wear resistance. Physical tests then confirmed the virtual data through joint sessions on some of the most demanding circuits in the world, from the Nürburgring Nordschleife for handling and durability, to test tracks in Spain and laboratories in Milan.



Hybrid RS performance redefined: precision tyre for RS level dynamics

The **first high-performance plug-in hybrid (PHEV) from Audi Sport**, the RS 5 marks a historic step and a technological challenge that required the **development of the first High Load (HL) tyre size** for this model. The structure of the P Zero R has been reinforced to support the greater weight of the hybrid components, while ensuring the driving precision required for an Audi RS vehicle. This dedicated tyre allows the high torque of the hybrid system to be effectively transferred to the road, offering greater grip and stability. Pirelli supplies the performance-oriented 21-inch tyre fitment (285/30 R21), specifically developed to enhance the vehicle's performance.

A historic partnership under the banner of Perfect Fit

The new fitments are the result of over **25 years of collaboration between Pirelli and Audi Sport**: the very first RS 4 launched 25 years ago already featured tyres from the P Zero family, leading up to the RS 4 Competition, for which Pirelli is the exclusive Original Equipment supplier. In 2024, Audi also fitted the Audi RS 4 Avant edition 25 years with Pirelli Cyber Tyre technology, in a version for track use that monitors tyre conditions and transmits them to the driver.

A partnership that continues to evolve to transfer the power of Audi's most iconic models to the road, reflected in the specific R0 marking, which certifies the tyre's development as an integrated component of the vehicle according to Pirelli's Perfect Fit strategy, and demonstrated by record results such as those set at the Nürburgring in 2024 by the RS 3 with Trofeo R and the RS Q8 performance with P Zero.

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