



PRESS RELEASE

PIRELLI P ZERO R AND P ZERO TROFEO RS: FROM SPORTSCAR EXPERIENCE TO THE NEW AFTERMARKET RANGE FOR ULTRA-HIGH-PERFORMANCE TYRES

Expertise gained through tailored developments with leading car manufacturers has shaped the design of new sizes for the aftermarket.

Tyre Reviews: the P Zero R is the best in dry braking and the fastest in wet conditions in the 2026 Performance Summer Tyres comparison.

Milan, March 23, 2026 – Pirelli **P Zero R** and **P Zero Trofeo RS**, the original equipment tyres for sportscars, are now also available in the replacement market. The experience gained from custom fitments for the highest-performing models in the prestige and premium segments is now available to all customers seeking ultra-high-performance tyres to fully enhance their vehicle's potential. P Zero R and P Zero Trofeo RS represent the pinnacle of the P Zero range and are the result of joint development with leading luxury car manufacturers, already applied to over 60 models, from European sportscars and supercars to American muscle cars. This quality has been confirmed by recent tests conducted by the independent publication **Tyre Reviews**, which named the **P Zero R the number one performance tyre of 2026**, describing it as an "impressive victory" thanks to its dry and wet performance.

P Zero R and P Zero Trofeo RS: Pirelli's Offer for Sportscars

The P Zero family represents Pirelli's technological forefront, delivering long-lasting safety and performance. The **P Zero R** was developed primarily for sportscars and the top-performing models of the prestige segment, while the **P Zero Trofeo RS** is designed to ensure maximum track performance for sportscars and supercars, while also being road-legal.

The P Zero R, thanks to newly formulated compounds, provides excellent grip on various asphalt types and in different weather conditions, with particular attention to wet driving, while its tread pattern minimizes road noise. This versatility is mainly due to the choice of materials in the tread compound. The performance of the P Zero R was recently confirmed by Tyre Reviews, which ranked it best among eight ultra-high-performance summer tyres in the 235/35 R19 size. On dry roads, it was number one in both braking and handling. In wet tests, it won the wet handling trial and ranked at the top for braking: "It inspires great confidence even in extreme driving conditions," commented **Tyre Reviews**. The P Zero Trofeo RS is a semi-slick tyre whose main strengths are high performance and consistency. Even under the most demanding track conditions, it maintains high performance over time, allowing the driver to fully exploit the vehicle's potential for many laps. Since its debut, it has set records in various categories on the world's most challenging proving ground, the Nürburgring Nordschleife, demonstrating the high level of performance offered by this semi-slick tyre.

Made with the Most Advanced Technologies

Refined in Milan on Pirelli's R&D Center simulator, which allows virtual development of new products, the new sizes are produced using MIRS (Modular Integrated Robot System) robots



and the most advanced innovations dedicated to ultra-high-performance tyre manufacturing. MIRS technology is used at the Italian plant in Settimo Torinese and the US plant in Rome, Georgia, where production of the new replacement range for the American market, particularly sportscars and local muscle cars, is concentrated.

To meet the diverse needs of customers, Pirelli offers various innovative solutions for original equipment tyres: from Elect, designed to enhance the characteristics of electric vehicles; to RunFlat, which allows driving even after a puncture; to PNCS (Pirelli Noise Cancelling System), which reduces cabin noise through a special sound-absorbing material inside the tyre; and up to the Cyber Tyre system, which collects real-time information from in-tyre sensors to improve both safety and performance.

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