



PRESS RELEASE

PIRELLI CINTURATO

THE NEW SUMMER TYRE BALANCES BRAKING, DURABILITY, AND ROLLING RESISTANCE THANKS TO INNOVATIVE MATERIALS

Milan, February 13, 2025. **Pirelli has launched the new Cinturato**, a summer tyre designed for premium cars – from sedans to CUVs – intended both as original equipment and for the replacement market. Thanks to Pirelli's research and innovation as well as the extensive use of virtual design, the new generation of Cinturato stands as the current benchmark for **safety and efficiency**, in line with Pirelli's 'eco-safety' strategy. Safety is ensured by excellent braking performance: on dry surfaces, external tests¹ have ranked it first among the main competitors, while on wet surfaces, its 'Class A' rating on the European label across the entire launch range² testifies to its capabilities. Efficiency is demonstrated by a 20% increase in mileage compared to the previous product and reduced rolling resistance, contributing to lower fuel consumption.

THE SECRETS OF THE NEW CINTURATO

The breakthroughs in this new product are primarily due to **innovative compounds made from materials researched and patented by Pirelli**. These **overcome the traditional trade-offs in tyre development**, balancing opposing needs such as braking grip, mileage durability, and rolling resistance. This performance balance has been achieved mainly through the **tread composition**, which leverages the synergy between a unique star-shaped polymer and a special resin blend.

Further benefits come from a next-generation silica, called "**SmartNet Silica**". Thanks to its unique shape – consisting of regular, elongated elements positioned longitudinally in the direction of travel – it successfully balances two typically opposing performances: providing greater **grip and stability** in corners, while helping to reduce **rolling resistance** on straight roads.

THE CINTURATO FAMILY: FOR EVERY SEASON, WITH EXCLUSIVE TECHNOLOGIES

The new summer tyre joins the other products in the Cinturato family, starting with the multi award-winning **Pirelli Cinturato All Season SF3**, launched last year, and the **Pirelli Cinturato Winter 2** winter tyre, acknowledged as the best in its category by various specialist magazines from its debut.

Additionally, the new summer tyre **will be available with Pirelli's exclusive technologies, including Elect**, the dedicated package for electric and plug-in hybrid vehicles.

¹ Report 24CPCEXT-225 - Comparative tests carried out in November 2024 by DEKRA with tyre size 225/50 R17. Pirelli achieved the best result in dry braking: Pirelli Cinturato™ (100%), Bridgestone Turanza 6 (93%), Continental PremiumContact 7 (96.6%), Goodyear EfficientGrip Performance 2 (91.8%), Michelin Primacy 4+ (97.5%).

² All replacement sizes at product launch have been rated "A" class on EU label in wet grip.



A BRIEF HISTORY OF THE CINTURATO

The Cinturato, the longest-running brand in Pirelli's range, was introduced in the 1950s for Formula 1 single-seaters and rally cars, and was the **company's first radial tyre**. Its name comes from the radial carcass structure, reinforced with textile or metal bands to enhance strength and stability. Over the decades, it has evolved to offer specialised variants for different applications, always prioritising **safety and efficiency**. These qualities have made the Cinturato **Pirelli's best-selling tyre worldwide and the choice of premium car manufacturers from all over the world** - from Europe to the United States and Asia - equipping over 60 vehicle models, with 145 homologations in the past five years alone.

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