



PIRELLI EQUIPS MCLAREN W1 WITH FIRST SUPERCAR TYRES MADE FROM MORE THAN 50% BIO-BASED AND RECYCLED MATERIALS¹

P ZERO R, P ZERO TROFEO RS, AND P ZERO WINTER 2 FOR THE NEW REAR-WHEEL DRIVE, 1,275PS MCLAREN W1

Extreme performance meets tyre sustainability: the three bespoke tyres developed for McLaren's latest supercar are made with over 50% bio-based and recycled materials¹, as verified by a third party according to ISO 14021.

Milan, 4 November 2025 – Pirelli has equipped the new **McLaren W1** supercar with three bespoke tyre **fitments made from more than 50% bio-based and recycled materials**: a figure certified by independent body Bureau Veritas. These new tyres – **P Zero R**, **P Zero Trofeo RS**, and **P Zero Winter 2** – have been specially developed by Pirelli in collaboration with McLaren and are offered in an exclusive specification for the new model, for which Pirelli is the sole tyre supplier.

This latest project involved close cooperation between the Research & Development (R&D) teams at Pirelli and McLaren, from the earliest stages of development and testing. Initially working in a virtual environment – supported by state-of-the-art driving simulation technology – the engineers progressed to physical tests to assess tyre performance in differing weather and surface conditions. Locations included the Nardò circuit in southern Italy, Idiada track in Spain, and Pirelli's Sottozero Centre in Sweden - all ideal venues for exploiting the extreme high-performance of the W1.

The new tyres developed for the McLaren W1 cover every aspect of use for the flagship supercar which features a hybrid powertrain capable of delivering up to 1,275PS and 1,340Nm through the rear wheels alone. Capable of astonishing acceleration of 0-300km/h in less than 12.7 seconds and a maximum speed electronically limited to 350km/h, it also has a Race mode that generates up to 1,000kg of downforce, demanding the very best in tyre technology. The P Zero R, the first developed for a McLaren, is designed for daily driving; the P Zero Trofeo RS is a track-biased tyre that delivers consistently high performance, while colder seasons are handled by the P Zero Winter 2. All three tyres for the W1 will be produced at Pirelli's plant in Settimo Torinese, Italy.

The bespoke P Zero tyres are the very first supercar tyres made with over 50% bio-based and recycled materials. This milestone is part of Pirelli's industrial plan, which aims to launch the first tyres containing 80% of these materials by 2030. A key step on this journey was the launch of the P Zero E in 2023: the first high-performance tyre on the market to contain more than 55% bio-based and recycled materials² and feature a triple "A" certification on the European tyre label.

This tyre also introduced the logo that now identifies all Pirelli products containing at least 50% sustainable materials.

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¹ Thanks to a combination of physical segregation and the mass balance approach. The bio-based and recycled content ranges respectively from 14.5% to 15.0% and from 34.9% to 35.4%. The bio-based materials include natural rubber, biochemicals, and bio-resins, while the recycled materials consist of metal reinforcements, rubber recovered from end-of-life tyres, and – through the mass balance approach – synthetic rubber, silica, and carbon black.

² Depending on the tyre sizes, the content of natural and recycled materials varies respectively between 29–31% and 25–27%. The natural materials include natural rubber, textile reinforcements, naturally-derived chemicals, bio-resins, and lignin, while the recycled materials include metallic reinforcements, chemicals, and – through a mass balance approach – synthetic rubber, silica, and carbon black.