



PRESS RELEASE

PIRELLI: 2025 RECORD YEAR FOR PRODUCT TEST SUCCESSES AND CYBER™ TYRE TECHNOLOGY

In independent comparative tests, the new product launches, P Zero and Cinturato, achieved many successes. Recognition continues for the All Season SF3 range.

The Pirelli Cyber™ Tyre system received four international awards highlighting the innovative scope and safety of this technology.

Milan, 13 January 2026 – 2025 was a record year for Pirelli innovation, with many awards won in tests and the recognition for Cyber™ Tyre technology, all granted by independent bodies and specialized magazines.

The new tyres from the P Zero, Cinturato, and Scorpion families, in fact, notched up 27 podiums over the year, including 15 first places out of 34 comparative tests. In particular, the products launched in 2025 for the global market, the P Zero and Cinturato, both reached the top of the podium twice. The Cinturato All Season SF3 also continues its cycle of positive results, with 11 victories last year. Furthermore, Pirelli Cyber™ Tyre technology received four recognitions during the year in different countries, confirming the key role of this technology in the mobility revolution towards a connected and increasingly safe future.

TYRES FOR THE GLOBAL MARKET

Among the products introduced in 2025, the new **P Zero** – the sports tyre par excellence – now in its fifth generation, achieved **two victories**: it was named best ultra-high performance summer tyre by Tyre Reviews and took first place in tests conducted by the British magazine Auto Express, confirming the performance and safety characteristics announced at launch. The new **Cinturato**, the summer tyre dedicated to premium vehicles ranging from sedans to CSUVs(?), also recorded **two victories** – including one from Tyre Reviews – in addition to **two podium** finishes, demonstrating a perfect balance between safety and efficiency.

As for winter products, the **P Zero Winter 2** – Pirelli's solution for the sportiest cars even during the cold season – achieved, in addition to a **podium** finish, **victory** in the tests conducted by the historic Swedish magazine Teknikens Värld, in the category of non-studded winter tyres for Central European roads.

These tyres are also among those which feature the most specialties – Pirelli technologies that help increase benefits for motorists – ranging from puncture-resistant technologies (Runflat and RunForward) to those designed to reduce rolling noise inside the cabin (Pirelli Noise Cancelling System).

PRODUCTS FOR THE EUROPEAN MARKET

In both the market and magazine test spotlight, the all-season segment continues to stand out. In 2025, the **Pirelli Cinturato All Season SF3** dominated: the latest update of the product for medium-sized and compact cars achieved **eleven victories** and **three podium** finishes in comparative tests. "It impressed with its ability to position itself as the right middle ground and to dominate all disciplines in terms of safety," Autobild Sportscars stated when announcing the victory, while according to Tyre Reviews, "There is not much this tyre cannot do." The **Scorpion All Season SF3** – the product that extends the technical features of the Cinturato All Season SF3 to meet the needs of SUVs, launched in the last quarter of the year – has already notched up victories. The results obtained by the All Season SF3 range earned Pirelli the titles of *All Season Champion 2025* and *Top Manufacturer of All Season Tyres*, awarded respectively by Germany's automobile club Automobilclub von Deutschland (AvD) and by the prestigious German magazine AutoBild.



FOUR RECOGNITIONS FOR PIRELLI CYBER™ TYRE

Pirelli Cyber™ Tyre technology – the world's first system, hardware and software, capable of collecting data from sensors in the tires and processing them through proprietary algorithms, communicating in real time with vehicle electronics – received four international awards over the year. In the USA, it was recognized as the most innovative technology in the tire sector at the Autotech Breakthrough Awards; in France, at the eighth edition of the Automobile Awards, it won first prize in the safety category; from the independent AutoBest jury, representing 32 European countries, it received the "SafetyBest Award"; finally, the US market analysis company Frost & Sullivan named Pirelli "Company of the Year" for the innovative scope of Cyber™ Tyre, a technology that "highlights how digital systems are able to redefine even the traditional components of the automotive sector," according to the motivations.

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