



PRESS RELEASE

PZERO VELO WILL EQUIP PINARELLO DOGMA F10 BIKES

With its leading-edge technology and unique research and innovation content, the Pirelli PZero Velo tyre has been called upon to exalt the characteristics of Pinarello top winning model, the Dogma F10.

Milan (I), April 23, 2018 - Pirelli announces its OEM partnership with the prestigious Villorba (TV) bike maker, whereby Pirelli will provide its PZero Velo tyres to 100% of Pinarello Dogma F10 bicycles in the 2018/2019 catalogue.

Saying Dogma F10 amounts to saying the bike that has won everything, the dream bike, the range-topping model of Pinarello, a glorious brand, and one of the best, if not the best and most prestigious Italian bike makers, surely one of the most popular, whose products are admired and sought after the world over.

For its top-of-the-range bikes, Pinarello has chosen Pirelli's new PZero Velo tyres, entering into a partnership that is a natural point of arrival for the two brands, as well as a new point of departure.

In recent months, Pinarello has put the PZero Velo to the acid test, carrying out extensive road tests over many miles in the harshest conditions. Pirelli tyres invariably delivered outstanding performances, with optimal results in each and every respect - rolling resistance, grip on wet and dry surfaces, ease of handling, resistance to punctures and durability – clearly showing that they can fully meet the high-performance requirements of the Dogma F10 bike.

Even in the world of cycling, Pirelli confirms its standing as the go-to partner for those seeking optimal performances. Just a few months after its debut on the bicycle market, Pirelli signs an OEM agreement of excellence: the beginning of a journey with Pinarello that will lead to interesting product developments in the not too distant future.

"It is with the greatest pleasure that we announce this OEM agreement with one of the world's most prestigious bike makers - says Antonella Lauriola, COO Business Unit Velo Pirelli – Pirelli has always been the partner of choice for the best, and this partnership with Pinarello makes us proud!"

"The tyres are the final and pivotal link between the bike and the asphalted surface... fitting the wrong tyres amounts to nullifying our work and compromising the performance of our bikes – points out Fausto Pinarello, President and CEO of Pinarello - Pirelli PZero is an extraordinary name on the world scene of tyres, nevertheless we had to make sure that their work and their product was right for our Dogma F10. Today we announce this partnership with the certainty that we have equipped our Dogma F10 bikes with the best tyres currently available on the market."

Press releases, photos and videos of PZero Velo products can be found at this link:

<https://connect.pirelli.com/>

User: Pirellivelo

Password: Pzerovelo1!

Vitamina C PR Office

Claudia Vianino / Arianna Busin - press@vitaminac.net – cell. +39 3472680427 – T.+39 011 6313305

**

Pirelli Press Office

Tel. +39 02 6442 4270 –
pressoffice@pirelli.com – www.pirelli.com