



## PRESS RELEASE

### **PIRELLI PRESENTS CINTURATO VELO, THE TUBELESS READY TYRE DESIGNED FOR SUPERIOR DURABILITY, RESISTANCE AND COMFORT**

*The new tyre developed by Pirelli is meant for a wide range of uses, from on-road competitions, training sessions and light gravel to fast commuting*

*Milan (I), 24 May 2018* – Besides uncompromising comfort, the new addition to the Velo family, the Tubeless Ready tyre according to Pirelli enriches the world of cycling with innovative technologies and new protection levels.

Its name, Cinturato Velo (belted tyre) says a lot about its properties and performance features, as it suggests the notion of protection, safety and, above all, sturdiness in any condition, on any road surface, thanks to the two rubber coated fabric plies that form a belt around the carcass.

Cinturato Velo banks on Pirelli's experience as a specialist in tubeless tyre design and manufacture, and embodies the best technical solutions and patented designs fine-tuned by the company during the course of its long history as a tyre maker for two and four-wheel vehicles, while it also benefits from technologies specially developed for the cycling sector.

Cinturato Velo is a reinforced tyre that may be used with and without an inner tube, offering maximum reliability in any road conditions, no matter how adverse.

It is a "multi-purpose" tyre intended for many uses, from on-road racing, to training sessions, from cycling on light gravel paths – a fast growing trend in the US and Europe – to fast commuting.

Cinturato Velo fears nothing: mileage, bad weather, irregular road surfaces, unpaved and bumpy roads, cobblestone. It is the only tyre in its class that is easy to fit and at the same time ensures long-lasting performance, even in aggressive riding conditions. To achieve this result, Pirelli's engineers have conducted extensive studies on the development of the most appropriate bead shapes, conducting dynamic tests on clincher tyres with and without inner tube, so as to verify tyre performance and road holding in both configurations.

#### **Armour Tech™ with extra powerful SmartNET™ Silica compound**

With Cinturato Velo, Pirelli introduces Armour Tech™ (patent pending), a new technology specially developed for cycling applications: to a carcass reinforced with a layer of nylon and one of aramid, it adds an innovative compound concept.

In the new tyre, Pirelli's patented SmartNet™ Silica compound has been further strengthened by the presence of aramid fibres in different concentrations. Known for their high tensile strength and low specific weight, these fibres ensure excellent cut-through and impact resistance (it is no chance that they are also used in bulletproof vests).

The fibres get thicker from the outermost layer of the tread to the layers underneath. The first layer of the compound (Cap) ensures the tyre's performance in terms of grip, rolling resistance and mileage, but does hold on to pebbles or granules, which, as the wheel turns, may penetrate through the carcass and cause punctures. The next layer (Base) is enriched with a greater quantity of aramid fibrils to improve its structural characteristics and at the same time ensure excellent drivability and outstanding puncture resistance.

### **Team work**

It is the combined efforts of the fibrils and the fabric plies underneath that ensure the outstanding features of the tyre in terms of puncture resistance, as well as the uniqueness of the patent requested by Pirelli. When a sharp object tries to perforate the compound layers, the density of aramid fibres around the entry point increases, making for enhanced resistance to penetration. As a result, the foreign body cannot go through the warp and weft of the inner puncture protection layers.

In this manner the tyre can tackle any road surface, even moderate off-road terrains such as dirt roads, minimising the risk of a puncture. Thanks to the Armour Tech™ technology (patent pending), the tyre offers optimal rolling performance on any road surface, together with superior comfort, even after riding many miles.

Cinturato Velo comes in a wide range of widths to meet the needs of a wide range of end users and market segments.

### **CINTURATO VELO SALIENT TRAITS:**

- *Road racing and training sessions, in adverse / difficult road conditions*
- *Fast commuting on city roads / trekking paths*
- *Light gravel or adventure riding*
- *Nylon protection from bead to bead + central layer reinforced with aramid fabric and aramid fibrils distributed throughout the compound.*
- *Sizes: from 26-622 to 35-622, for a wide range of uses, with and without an inner tube, rim brakes or disc brakes*

**Press releases, photos and videos of Cinturato tyres can be found at this link:**

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

User: Pirellevelo

Password: Pzerovelo1!

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