

PRESS RELEASE

SACS TECNORIB AND PIRELLI CELEBRATE 20 YEARS OF COLLABORATION

The partnership has given birth to a range of Maxi-Ribs with a unique character destined to become an icon

Milan – 29 May 2025. Twenty years of PIRELLI-branded Speedboats. The meeting between Tecnorib and Pirelli in 2005 gave birth to a line of Maxi-Ribs that has been able to combine **performance, design and a distinctive identity**, capable of transferring the sporty character of Pirelli from the road to the world of boating.

In **20** years, thanks to successful models and the widespread network of Sacs Tecnorib distributors, present in **19** countries, over **1,000** PIRELLI-branded boats have been produced and delivered to as many owners of over **30** nationalities, who sail the coasts of Florida, the bays of Australia and the seas of Italy and Europe, exceeding 20 million in annual turnover in the last two financial years.

To celebrate this anniversary, an event was organized in Villa Bicocca degli Arcimboldi, at the Pirelli Headquarters. An opportunity to retrace key moments in the partnership through an exhibition that recounted twenty years of style, innovation and passion for performance.

“The partnership with Sacs Tecnorib is a virtuous example oriented towards excellence and for this reason capable of lasting over time. Together we have been able to transfer the values of the PIRELLI brand such as innovation, sportiness and glamour to the nautical world, with a range of boats that has redefined the standards of the sector. This anniversary celebrates not only the results achieved, but also the strength of an agreement that looks to the future with ambition, determination and the desire to continue to grow” said Marco Maria Tronchetti Provera, SVP Pirelli Design & Assets Conversion.

“Twenty years of close cooperation on a complex project is an achievement that fills us with pride. Since the beginning we have tried to interpret the attributes of the PIRELLI brand by adapting them to the nautical world, with an innovative and international approach” - Gianni De Bonis, Founder Tecnorib.

“This anniversary renews a successful partnership and launches us towards new challenges in strategic continuity and with even greater attention to the issues of sustainability and international development.” Says Matteo Magni, President & CEO of Sacs Tecnorib.

From the first models to Speedboats: an iconic range that redefined stylistic codes

With the debut of the **PIRELLI P ZERO™ 770**, a new stylistic idiom was born in the nautical world: taut lines, a reactive hull, rigorous proportions. Furthermore, for the first time, the tread of the **P ZERO™ tyre** appeared on tubulars, marking the beginning of a visual identity that would characterise all subsequent PIRELLI-branded models.

In 2007, the project took on a new form with the **PIRELLI 1400**, whose offshore-inspired design won the “Best of the Best” title at the Red Dot Design Award.

In 2012, the **PIRELLI 1100** Cabin was born, which would be the best-selling cabin cruiser in the history of the range. With the 1100 Cabin, style meets comfort and introduces a different perspective in which you not only steer, but experience the boat.

At the 2017 Cannes Boat Show, the flagship appears, the most imposing model of the collection: the **PIRELLI 1900**. A maxi rib with offshore performance, large covered spaces, sculpted design and aggressive look.

In 2019, the identity is consolidated and the range is enriched with a new dimension, that of **jet tenders**: compact, essential and recognizable.

Strengthened by this long experience, the collaboration evolves and a pure walkaround is introduced. Thus in 2020 the **PIRELLI 42** was born, characterized by connected spaces and an immersive experience, combined with a unique and sporty character. It is the first model of the **PIRELLI SPEEDBOATS** range which today also includes the **PIRELLI 30, 35** and the **PIRELLI 50**, the true flagship of the brand.

Alongside the main line, the **PIRELLI TENDERS** range has established itself, designed to meet the needs of shipowners with a wide and versatile range of products.

Founded in 1989, **Sacs** marked the beginning of new trends in the yachting world, ushering in the era of high-end Maxi-Ribs with the Strider range. The iconic Strider line was joined by REBEL, a line that further revolutionised the industry with its unmistakable design, transferring the spirit of the Maxi-Ribs into 40- to 60-foot boats as well as opening up a new market segment.

Founded in 2005 by means of a licensing agreement with Pirelli & C. on the PIRELLI and P ZERO™, brands, Tecnorib has played a key role in the growth of the Maxi-Rib market; it has seen marked expansion since 2019 with the introduction of the PIRELLI Speedboats range, sporty walkarounds with a unique and distinctive character. The integration of these two companies led to the creation of Sacs Tecnorib Spa in 2021.

Sacs Tecnorib is the licensee of the PIRELLI and P ZERO brands for speedboats.

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Pirelli, founded in 1872, is today one of the world's biggest tyre manufacturers, and the only one to be entirely focused on the Consumer market, with products and services for cars, motorcycles and bicycles. With a distinctive positioning at the top and very high end - the "High Value" segment – PIRELLI is a global brand with strong Italian roots, known for its cutting-edge technologies, manufacturing excellence and passion for innovation. To achieve the highest level of performance, safety and reduction of environmental impact, Pirelli has always been committed to research and development, in which it invested 5.3% of High Value revenues in 2024. Pirelli is also constantly engaged in sustainability initiatives that have earned it top positions in the major world rankings for years and inclusion in the most relevant indices, such as the Dow Jones Sustainability World and Europe. Present in the world of motorsports since 1907, it is now active in over 350 competitions and since 2011 has been the Global Tyre Partner of the Formula 1® World Championship, for which it has renewed the exclusive relationship until at least 2027. In line with the company's strategic focus on the Premium and Prestige segments, Pirelli Design creates targeted projects in collaboration with partners of excellence in their respective areas to provide products that are both unique and iconic.

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