

PIRELLI DESIGN

PRESS RELEASE

P ZERO WINTER SKIS: DEBUT OF NEW HIGH-PERFORMANCE SKIS NAMED AFTER TOP PIRELLI WINTER TYRES

Geneva, 5 March – Being previewed at the Geneva Motor Show, the new Pirelli P Zero Winter Ski is instantly recognisable with the P Zero logo, Pirelli's most important and best-known brand. For Pirelli, the P Zero is the ultimate symbol of passion, performance, and sportiness, and it is now also available in its winter version, designed for the most powerful supercars. The new skis have been created in cooperation with Blossom Ski – an Italian superlative manufacturer of high-performance skis – as a brand-new work of high-tech design, just like the new high-performance tyre developed together with leading manufacturers of prestige and premium cars.

Like the P Zero Winter tyre, which is designed to become next season's benchmark for those looking for performance and safety also in winter conditions, the new skis by Blossom have been perfected to ensure absolute control and exceptional handling in their natural environment: snow.

The new P Zero Winter Ski has been designed with a top layer in Titanal to maximise torsional rigidity. Coupled with Pirelli's unique anti-vibration rubber in a sandwich construction, it provides optimal stability at all speeds. This rubber, which has been specially formulated in the R&D laboratories at Bicocca to dampen up to 60% of the stress to which the ski is subjected during descent, has for the first time been made visible through the milling on the surface of the ski.

A competitive spirit and great versatility are the key attributes of this new product, which has been created for precise, technical skiing. P Zero Winter Skis by Blossom will be available in a limited edition of 300 units, in two colour variations of anodised Titanal, black or silver.

Available heights: 151 / 158 / 164 / 170 / 176 / 181

Corresponding curving ratio: 10 / 11 / 13 / 14 / 16 / 17

Sidecut: 121-71-106

***Pirelli Design** was born as an incubator for high-end projects that highlight the technical know-how, high performance and unmistakable glamour synonymous with Pirelli. Capitalising on the technical capabilities from tyre production together with leading partnerships in other areas of business, Pirelli Design promotes technology transfer across different sectors through design projects that result in unique, iconic and high-performance products.*

Pirelli Design: when design meets performance.

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