



PRESS RELEASE

PIRELLI: TWO CUSTOM P ZERO TYRES FOR BMW iX3, BOTH WITH ELECT TECHNOLOGY

The new fitments for the first Neue Klasse model were developed by Pirelli in collaboration with the Munich-based carmaker

A dedicated P Zero E is also available, featuring over 55% natural and recycled materials, and a triple A rating on the European label

Milan, 14 May 2026 – **Pirelli** has developed two different tyre fitments for the new **BMW iX3**, designed to enhance specific features of the new vehicle. Starting with the dedicated P Zero version aimed at precise handling, while the P Zero E highlights the characteristics of electric drivetrains. Both products are part of the **P Zero** family of tyres, known for high performance thanks to the innovation that distinguishes Pirelli products.

Both fitments developed for the first **Neue Klasse** model – the German manufacturer's new platform for EV models – feature **Pirelli Elect technology**, designed to enhance the performance of electric and plug-in hybrid vehicles by significantly improving range¹, comfort and durability², thanks to low rolling resistance and dedicated solutions.

In addition to Elect technology, the **P Zero E** – a flagship of Pirelli's technological development – **offers a triple A rating** on the European label and boasts over **55% natural and recycled materials**. These features earned the **ADI Compasso d'Oro International Award** and the P Zero E is **the first tyre in history** to win the world's most prestigious industrial design award, presented at Expo 2025 in Osaka.

Pirelli P Zero: sportiness and performance at the core

The dedicated version of the fifth-generation P Zero was designed to support the performance of the high-output electric drivetrains delivering instant torque. The tyre ensures precision and stability even at high speeds, thanks to its optimised structure designed to handle the instant torque delivery of the electric powertrain. The P Zero's strengths are performance and safety, with track-tested handling and reduced braking distances. These results are achieved thanks to an innovative compound developed by Pirelli engineers using artificial intelligence.

Pirelli P Zero E: the champion of Pirelli's Eco-Safety strategy

Alongside the P Zero, Pirelli introduces the P Zero E on the BMW iX3, representing Pirelli's **eco-safety strategy**, which aims to combine safety, durability, and attention to environmental impact throughout the product's entire life cycle, in line with the new Neue Klasse paradigm of the Munich-based manufacturer. The tyre stands out for its more than 55% natural and recycled materials and for its triple A rating on the European label for rolling resistance, wet braking, and noise. The tyre's architecture reduces rolling resistance, contributing to energy efficiency and the high range of the

¹ Comparison between PIRELLI SCORPION™ ELECT™ and PIRELLI SCORPION™ tyres, size 235/60/R18, measuring the increase in battery range, up to 10%, resulting from reduced rolling resistance in the ELECT™ version. Tests were conducted on a Volkswagen ID.4 under instrumented conditions at a constant speed of 50 km/h over a range of 550 km. Source: Pirelli internal research and development tests carried out between March and June 2022.

² **Comfort:** Comparison between PIRELLI SCORPION™ ELECT™ and PIRELLI SCORPION™ tyres in size 255/50R20. Source: Pirelli internal R&D tests conducted in November 2022 on an Audi e-tron. In-cabin noise was measured at different speeds – 40, 60, 80 and 110 km/h – and on different types of surface (smooth/rough asphalt). In all eight combinations (speed/surface), ELECT™ tyres produced lower perceived interior noise, up to 20%, averaging around -0.6 dB and up to -0.8 dB.

Durability: Comparison between PIRELLI SCORPION™ ZERO ALL SEASON +3 ELECT™ and PIRELLI SCORPION™ ZERO ALL SEASON +3 tyres in size 255/45R20. Source: Texas Test Fleet test conducted in January 2024 on a Toyota Tacoma; wear rate, reduced by up to 20%, measured in mm/10,000 km.



iX3, while low noise levels improve acoustic comfort, a crucial aspect for this zero-emission model. The tailor-made design for the iX3 also enhances chassis responsiveness and the smoothness of the new electronic driving dynamics management.

The P Zero for BMW iX3 is available in 20-inch all-around fitments and 21-inch staggered fitments, while the P Zero E is offered in 22-inch, also with a staggered configuration.

Developed in a virtual environment in Breuberg and Munich

For the development of the dedicated fitments, Pirelli's R&D team used advanced technologies from the **Virtual Development Center (VDC) in Breuberg** (Germany) and the **BMW Group Driving Simulation Centre** in Munich. Advanced virtual simulation techniques, combined with a new package of materials in the internal compound and structural reinforcements, made it possible to overcome typical tyre trade-offs such as the balance between handling, rolling resistance, and wet performance. Virtual design and testing offer several advantages, including greater precision compared to traditional methods, reduced development times by 30%, and approximately one-third fewer physical prototypes.

The Perfect Fit philosophy

In line with Pirelli's Perfect Fit approach, the new tyres are distinguished by the presence of the "star marking" on the sidewall, which identifies fitments specifically developed for BMW. They have been designed in close collaboration with the Munich-based manufacturer and tailored to maximise the performance of the new BMW iX3.

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