



PRESS RELEASE

**PIRELLI'S STELLA BIANCA TO THE ROOF OF EUROPE:
A 1929 OM 665 SUPERBA MAKES IT TO NORWAY'S NORTH CAPE**

**A ROUND TRIP ADVENTURE OF MORE THAN 10,000 KILOMETRES TO THE MOST NORTHERLY POINT IN
EUROPE**

**STELLA BIANCA CELEBRATES NEARLY 100 YEARS OF HISTORY, HAVING RACED IN FORMULA 1 AND NOW
EQUIPPING CARS FROM THE FIRST HALF OF THE LAST CENTURY**

4 September 2023 – A total of 10,400 kilometres were driven on Pirelli's Stella Bianca tyres – a reissue of the 1927 originals – with a car dating back to 1929 on a road trip to the most northerly point in Europe, without the need for a tyre change. The epic journey was undertaken by a 1929 OM 665 Superba on Collezione tyres, a range dedicated to historic collector cars from the 1920s to today. Setting off from Poggibonsi near Siena, the car driven by its owner Gianni Morandi and co-driver Marco Morosinotto, officially started its odyssey from Pirelli's HQ in Milan. It arrived in Norway's North Cape following a 15-day trip, returning to Italy after another two weeks. The whole adventure was undertaken using scenic routes, without a single kilometre of motorway. This was a landmark journey for Pirelli's Stella Bianca tyre, which has exactly the same vintage look as the original, but now uses materials and technologies that ensure greater safety.

FROM TUSCANY TO THE NORTH CAPE AND BACK

The challenge lasted 28 days, covering 10,400 kilometres and approximately 190 hours of driving through some of Europe's most breathtaking landscapes. En route, the crew navigated a range of challenging terrains that included steep climbs, descents, and above all constantly changing asphalt conditions, from dry and rough to wet and slippery. Behind the wheel of his OM 665 Superba, capable of reaching a top speed of 120kph and maintaining an average speed of 80-90kph, the Tuscan collector experienced the full spectrum of European climates. Starting in the heat of Tuscany, he journeyed through the cooler regions of Denmark and Norway, where temperatures dropped to as low as 10 degrees centigrade. After reaching the North Cape – the northernmost point of Europe – the intrepid travellers embarked on the return leg, driving through Finland, Sweden, and Germany with a stop at the Driver centre in Frankfurt: a prominent Pirelli tyre dealership.

VISITING THE PIRELLI SOTTOZERO CENTER IN SWEDISH LAPLAND

A highlight of the journey was the stop at Pirelli's renowned proving ground in Swedish Lapland: the Pirelli Sottzero Center. Here, the OM 665 Superba took to the track, completing several laps in both dry and wet conditions. The Sottzero proving ground covers 120 hectares, with 250.000 square metres dedicated to a varied range of circuits and 1.300 square metres of other infrastructure. It features handling tracks, a variety of different surfaces for objective tests, and slopes of up to 20%. The facility plays a crucial role in the development of Pirelli's winter and all season tyres, making the most of the region's unique winter conditions. However, the facility can be used all year round as well.

THE HISTORY OF PIRELLI'S STELLA BIANCA TYRES

The Pirelli Stella Bianca was born in 1927 as a cross ply tyre, which at the time was a real innovation in terms of performance and technology. It remained part of the range for decades, becoming Pirelli's most enduring tread pattern design. The 'Stella Bianca' name – which means 'White Star' in English – was also a symbol of the golden age of motorsport. This tyre was used at the highest levels of motorised competition, which just like today, was a test bed for road car products. It's no coincidence that the very first Formula 1 race, which took place at Silverstone in 1950, was won by the legendary Giuseppe Farina driving an Alfa Romeo on Pirelli Stella Bianca tyres.

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