



PRESS RELEASE

PIRELLI EQUIPS HYUNDAI IONIQ 5 N WITH BESPOKE P ZERO ELECT TYRES TESTED AT THE NÜRBURGRING

Milan, 27 March 2024 - Pirelli has developed a specially adapted version of its P Zero tyre for the IONIQ 5 N. The IONIQ 5 N is Hyundai N's first high-performance electric car.

In a two-year collaboration with Hyundai, Pirelli has developed a tyre that meets the dynamic requirements of the EV sporty car while offering driving performances, reliability, and comfort for everyday driving. The P Zero was tested on the demanding Nürburgring circuit to prove its performance and consistency under extreme driving conditions.

To meet the specific characteristics of the Hyundai IONIQ 5 N, Pirelli has equipped the bespoke P Zero with its Elect technology, developed by the company specifically for electric cars and plug-in hybrids. The P Zero Elect offers several advantages for electric vehicles thanks to innovative compounds, tread patterns and structures:

- Its reinforced structure and materials can withstand the stresses associated with the mass of a battery-powered vehicle.
- The tyre can also withstand the high torque immediately applied by the electric motor, which increases its durability.
- The use of functionalised polymers in the compound has resulted in improved wet grip and handling.

The P Zero Elect for the new IONIQ 5 N features also the Pirelli Noise Cancelling System (PNCS) to enhance the driving experience. This technology reduces the noise inside the vehicle by using a sound-absorbing material on the inside of the tyre. This feature is particularly appreciated by electric car owners.

When developing this tyre, the Pirelli engineers paid special attention to driving dynamics. They carefully refined every detail of the tyre, including the tread design and construction. They optimised the groove depth and tread block dimensions to improve traction and stability and provide excellent grip on different surfaces. They also precisely tuned the stiffness of the tyre for a responsive and controlled driving experience both on the track and on normal roads.



In addition to the summer tyre, Pirelli has also developed a special version of the Winter Sottozero 3 tyre to meet the different needs of IONIQ 5 N drivers. The Winter Sottozero 3 offers optimum traction and control in cold temperatures. For drivers looking for even more performance, Pirelli offers P Zero Corsa. This tyre offers high performance both on the track and on the road with excellent traction and braking.

The Pirelli development team used innovative virtual simulation tools to develop the P Zero for the IONIQ 5 N, in particular to optimise the structure. As a sign of its bespoke adaptation for the IONIQ 5 N, the tyre has a special 'HN' marking on the sidewall. Indeed, the tyres made for the Hyundai IONIQ 5 N are another example of Pirelli's Perfect Fit strategy. In this strategy, Pirelli's engineers work with leading car manufacturers to develop customised tyres for each model, precisely tailored to the technical requirements of the vehicle. Thanks to this approach, Pirelli is a world leader in original equipment, especially in the premium and prestige segments.

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