



PIRELLI P ZERO, 35 YEARS OF PERFORMANCE AND INNOVATION

The Pirelli P Zero range tells a long story of continuous innovation and technology, both with the most prestigious and extreme cars of the last 35 years as well as in motorsport. This starts from Formula 1: an open-air laboratory essential for putting lessons learned from the track onto the road. In recent years, the P Zero family has also expanded into electric mobility while maintaining the same sporting character that has defined the brand since its very beginnings.

Born in 1986, P Zero was an instant star of the ultra high performance sector, underlined by its association with a pair of the most powerful and extreme cars of their day: the Lancia Delta S4, which competed on the World Rally Championship, and the Ferrari F40 – the original road-going hypercar. The P Zero was a technical innovator from the very beginning. The very first 17-inch tyre for a road car was developed for the landmark F40, with different sizes at the front and back as well as a speed rating that exceeded 240kph.

This was just the beginning of a glittering career for the P Zero, which in time adapted itself to the increasing demands of the automotive world with ever-higher levels of performance, safety, and sustainability. In 1994 the **P Zero System** was developed: an evolution of the range with a different tread pattern design at the front and rear to combat aquaplaning. It was a true technical revolution of its era, which led to the P Zero System and its successors equipping other automotive icons such as the Ferrari F355 and Lamborghini Gallardo LP 570-4 Superleggera. All these original equipment tyres were tailor-made to meet the exact requirements of every car, consolidating the **Perfect Fit** strategy that is today at the centre of Pirelli's strategy and confirms the Italian firm as the world leader in homologations every year.

P Zero Rosso was born in 2000 and fitted to the most powerful cars in the world with the goal of offering top-level performance alongside comfort. The result was homologations for cars such as the Ferrari F430, Ferrari F575M Maranello, Porsche 911, Lamborghini Murciélago, as well as performance-focussed SUVs such as the Porsche Cayenne and Mercedes ML, not to mention class-leading sports saloons from the BMW M division and Mercedes AMG. The success of this range inspired Pirelli to create the **P Zero Nero** two years later: an aftermarket tyre subsequently updated with the **P Zero Nero GT**, which used innovative materials to deliver a longer overall life.

But the real heart of the P Zero brand beats in motorsport. All the tyres supplied to Formula 1 – where Pirelli has been Global Tyre Partner since 2011 – also form part of the P Zero range, including the 18-inch P Zero F1 tyres that made their debut in 2022 to underline the technology transfer from race to road. Not only that, but P Zero tyres are also seen in the World Rally Championship; another technical challenge that Pirelli has taken on at the pinnacle of international rallying.

With electric mobility becoming more and more prominent, Pirelli's '**Elect**' marking made its debut on a P Zero tyre in 2019. This designation identifies tyres that have been specifically created to respond to the specific technical needs of electrified cars: extending range, reducing cabin noise, and maximising grip.

The P Zero story continues today with a wide range of continuously evolving tyres to meet the requirements of a developing market, with an even bigger accent on personalisation. In 35 years, the P Zero range has exceeded 1600 homologations in the premium and prestige markets. The P Zero legend is now ready to be strengthened further by the three new tyres presented at the 2023 Goodwood Festival of Speed, which launch the renewal of the entire family. As always with a focus on performance and safety, as well as sustainability and efficiency.