



PIRELLI P ZERO MS, NEW ALL-SEASON TYRE FOR THE ORIGINAL EQUIPMENT OF PREMIUM AND PRESTIGE CARS

Milan, July 29th, 2024. Pirelli launches the new P Zero MS, a high-performance all-season tyre designed for premium and prestige carmakers that require effective year-round original equipment for their cars. The new product is part of Pirelli's UHP all-season tyre offering, alongside the Scorpion MS launched last year, which is dedicated to the latest generation of SUVs. Several carmakers have already chosen the P Zero MS for some models, including Audi for the new A4 and A6 e-tron. Among the main qualities of the new P Zero MS are cornering grip on both dry and wet surfaces, particular resistance to aquaplaning, and high mileage as required by customers in North America, the main destination market for the product.

HIGH PERFORMANCE IN ALL CONDITIONS

The tread pattern of the P Zero MS is optimized to favour both acoustic comfort inside the vehicle and braking on both dry and wet surfaces, in the different conditions encountered throughout the year. In regions with milder climates, the P Zero MS can also be used in winter months and in the presence of mud or snow: small longitudinal cuts run through the tread pattern, providing a uniform contact patch for improved grip on snowy surfaces. Another characteristic that is particularly appreciated by carmakers is the low rolling resistance, achieved through the combination of the latest generation compounds and profiles designed to the specific requirements of each vehicle.

PIRELLI ELECT TECHNOLOGY, PNCS, AND ANTI-PUNCTURE SOLUTIONS

All of Pirelli's major specialties are available on the P Zero MS, starting with Elect, the package of technologies that enhances the characteristics of electric and plug-in hybrid vehicles; Seal Inside and Run Flat, solutions that allow continued driving after a puncture, and PNCS (Pirelli Noise Cancelling System), which reduces rolling noise in the cabin.

Pirelli Press Office
Tel. +39 02 6442 4270
pressoffice@pirelli.com – www.pirelli.com