



PRESS RELEASE

**PIRELLI: NEW CINTURATO ALL SEASON SF2, A SAFER TYRE ALL YEAR ROUND
THANKS TO AN ADAPTIVE TREAD PATTERN TO EVERY SEASON AND DRIVING STYLE**

**THE QUIETEST TYRE OF THEM ALL, WITH REDUCED BRAKING IN THE WET, DRY AND
ON SNOW. LONGER LIFE AND LOWER FUEL CONSUMPTION, CERTIFIED BY
TÜV SÜD AND DEKRA**

**NO NEED TO WORRY ABOUT TYRES: NEW CINTURATO WORKS IN EVERY SEASON
AND IS AVAILABLE ALSO WITH SEAL INSIDE, RUN FLAT AND ELECT TECHNOLOGIES**

Milan, February 2, 2021 – Pirelli launches the new Cinturato All Season SF2, a year-round tyre that complies with all winter legislation and delivers a safe driving experience in any weather condition. The new Cinturato for every season features the latest tyre technology, for the first time including an ‘adaptive tread pattern’: a system that uses both the compound and tread to maximise driving safety and versatility. It is also available with Pirelli Seal Inside and Run Flat technologies – both of which allow drivers to continue driving even with a puncture – as well as in the Elect version for electric and plug-in hybrid vehicles.

A WORRY FREE TYRE FOR ALL YEAR ROUND

The Cinturato All Season SF2 is available in 65 sizes, from 15 to 20 inches, for modern city cars, ranging from the latest crossover utility vehicles to medium-sized sedans. On the tyre’s shoulder, you will find the M+S symbol along with the 3PMSF (Three-Peak Mountain Snowflake) marking. This indicates the tyre’s excellent performance even in winter conditions and certifies conformity with European legislation through specific tests. The latest member of the Cinturato family is ideal for drivers who primarily use their cars in cities, do not live in mountainous areas, generally drive in temperate weather, and cover around 25,000 kilometres a year. The design and compound of an all-season tyre strikes a precise balance that works well in both low and high temperatures as well as on wet and dry asphalt, offering good overall performance and a wide degree of versatility. Drivers looking for maximum performance should still consider switching between summer and winter tyres, but for many others, all-season tyres are a hassle-free choice that works well throughout the life of the tyre.

THE ADVANTAGES FOR DRIVERS

SAFETY IN THE DRY, WET, AND SNOW

The Cinturato All Season SF2 ensures among the best performance in class in every driving situation typically encountered during all four seasons, as underlined by renowned German testing body TÜV SÜD, which recently awarded the new Cinturato its 'Performance Mark'⁽¹⁾. Similarly, another German reference, Dekra⁽²⁾, certified that the Cinturato All Season SF2 provided perfect control thanks to a shorter braking distance in the dry and better driveability on snow compared to its direct competitors – as well as excellent braking performance on wet and snowy surfaces. Compared to its predecessor, the Cinturato All Season Plus, dry braking is improved by 3.5 metres and wet braking is improved by around 2 metres³. The performance compared to the previous version of tyre is also improved on snow, both when it comes to road holding and braking (with a gain of around 1-metre⁽³⁾).

LONGER LIFE

The profile and structure of the Cinturato All Season SF2, as well as the new tread pattern design, allow optimal driveability along with an even contact patch, improving tyre life by up to 50% compared to the previous Cinturato All Season Plus. This impressive result was obtained thanks to the use of new materials in the compounds, as well as improved localised rigidity in the tread pattern.

LOW FUEL CONSUMPTION

The new-generation adaptive tread pattern compound also gives lower rolling resistance compared to its main competitors, as demonstrated during Dekra's tests⁽²⁾. Lower rolling resistance means better fuel consumption and increased range for electric cars equipped with Elect-specification tyres. All this carries benefits in terms of environmental sustainability, and also brings the tyre label classification into the B category for rolling resistance for the majority of the Cinturato All Season SF2 range.

THE QUIETEST ALL-SEASON TYRE OF THEM ALL

From the comparative tests that Dekra⁽²⁾ carried out against its principal competitors, the Cinturato All Season SF2 emerged as the quietest tyre in its class. Thanks to its specific compound and tread pattern, noise is kept at a minimal level, benefitting the environment.

CINTURATO ALL SEASON SF2: HOW IT'S MADE

ADAPTIVE TREAD FOR GREATER SAFETY

The excellent braking performance in different driving and weather conditions is made possible thanks to this tyre's compound and tread pattern design, which adapt themselves automatically to the different temperature peaks of summer and winter to ensure safe mobility. In winter conditions, with low temperatures, the grooves on the tread pattern stay open, to provide better braking on snow, while they close up under braking in wet and dry conditions, firming up the tread blocks and generating better grip against the road surface. This adaptive system stems from 3D technology on the tread pattern grooves, which close up whenever it's not snowy, transforming a winter tread pattern into a summer tyre – and allowing better control of the vehicle in normal wet and dry conditions. In addition, the design of the lateral grooves into progressive sections on the tyre, together with the wide central channel, guarantee efficient water expulsion when it rains, improving safety and resistance to aquaplaning.

The compound also has a double life: soft and adaptable for cold and wet conditions, rigid and stable for when it is dry. This is thanks to the innovative components of the compound itself, including biphasic polymeric materials chemically linked by silica particles: a concept that also delivers lower rolling resistance, for lower fuel consumption or a longer battery range.

THE 'ACCESSORIES' ON THE CINTURATO ALL SEASON SF2

THANKS TO SEAL INSIDE AND RUN FLAT, PUNCTURES ARE NO PROBLEM

To give the driver more security, the Cinturato All Season SF2 is available with innovative Seal Inside technology in some sizes, which allows drivers to keep going even with punctures up to 4mm in size. A special mousse inserted inside the tyre forms a rapid seal over any object that punctures the tread, stopping air from leaking out and maintaining pressure. When the object is removed, the mousse seals the hole. Pirelli's Self-Supporting Run Flat is also available as an option. This improves safety without compromising progress. The car is kept stable even if tyre pressure drops suddenly, allowing drivers to continue for 80 kilometres at a maximum speed of 80kph. Thanks to special reinforcements in the sidewalls, these Pirelli tyres are able to support lateral and vertical loads on the car even with no tyre pressure.

ELECT: MAXIMISING THE AUTONOMY OF ELECTRIC AND PLUG-IN HYBRID CARS

Electric and plug-in hybrid vehicles now have Elect-marked Cinturato All Season SF2 tyres at their disposal. These make use of a combination of technologies with a compound, structure and tread pattern design that guarantee a lower rolling resistance to maximise each car's range. At the same time, they produce less tyre noise to enhance interior comfort and deliver immediate grip to harness the massive power and low-down torque of electric cars.

CINTURATO, FROM THE 1950s TO TODAY

CINTURATO: A FAMILY WITH THE EMPHASIS ON SAFETY

For more than 70 years, the Pirelli Cinturato range has been focussing on safety and efficiency. The "fabulous new tyre with its own safety belt inside" – as the Cinturato was described by Pirelli's marketing department at the time – went on to equip the most important cars of the 1950s. From the first tyres under the most famous cars of that era, Pirelli then went on to invent the concept of the sporting tyre for the road – which was needed to provide as much grip as possible for sports cars such as the Ferrari 250 GT and 400 Superamerica, Lamborghini Miura, and Maserati 4000 and 5000. Then the first low-profile tyres with even better performance were introduced, which tasted plenty of success on rallies in particular. Thanks to this experience, there were other tyres launched with an innovative radial belt, which then led to the first Cinturato P7, which contained ground-breaking innovations such as a zero-degree nylon belt and above all an ultra-low profile. The P7 was further evolved and other tyres that followed included the Cinturato P6 and P6000 – right up until the 2000s when a new version of the Cinturato P7 was launched, whose calling card was reduced fuel consumption and fewer toxic emissions. Last year, Pirelli launched another new Cinturato P7, a summer tyre born out of the collaboration with the world's key premium carmakers. Thanks to an innovative compound containing a form of 'mechanical intelligence', which was able to change its behaviour according to operating temperatures, very high levels of safety were achieved both in the dry and the wet. The Cinturato Winter completed the range, intended for dynamic drivers covering plenty of kilometres in the winter, either for business or pleasure, and wanting the best performance possible even in typical winter conditions.

- (1) Comparative tests carried out by TÜV SÜD with tyres in 205/55R16 94V size: Cinturato All Season SF2, Bridgestone Weather Control A005 EVO, Michelin Cross Climate + and Goodyear Vector 4 Seasons Gen-3.
- (2) Extraction of results from the report reference 20CPCEXT-181 of benchmark tests performed by DEKRA Test Center in January 2021 at Idiada - Tarragona (Spagna), Visträsk (Sweden), Milan (Italy). Tested tyres: Cinturato All Season SF2, Michelin Cross Climate+, Goodyear Vector 4 Season Gen3, Bridgestone Weather Control A005 EVO in 205/55R16 94V size.
- (3) Internal comparative tests between the new Cinturato All Season SF2 and previous Cinturato All Season Plus.

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