



## PRESS RELEASE

### **PIRELLI PRESENTS THE NEW P ZERO™ TYRES FAMILY**

#### **INCREASED PERFORMANCE AND NEW STANDARDS DIFFERENTIATE THE SECOND GENERATION OF PIRELLI CLINCHERS**

*Four years after the launch of the first P ZERO Velo, the clincher that marked Pirelli's return to the world of cycling, the company presents a new family of clincher tyres that will replace the current one. An upgrade that further enhances the performance of a real market difference.*

*Milan, Italy -15 March 2021.* Pirelli announces the arrival on the market of a new family of clincher tyres: it is called P ZERO™ and comes in the form of P ZERO Race, the product designed for pure performance, and P ZERO Road, the alternative for those looking for an all-round clincher more oriented towards durability.

The new tyres have the task of taking over from a true best seller: P ZERO Velo, the progenitor of the range, Pirelli's first clincher, launched in June 2017. A replacement that is a deliberate choice, testifying to the evolution of Pirelli's role in cycling: in just four years, in fact, the P ZERO Velo has become a benchmark, appreciated and rewarded by various independent tests, as well as by the choice of many enthusiasts around the world.

Today, Pirelli's range of road clincher tyres has been renewed with the aim of offering even more grip, more smoothness and even more comfort. In addition, it has been brought into line with the new standards in the sector.

#### **P ZERO RACE: THE CLINCHER FOR MAXIMUM PERFORMANCE**

Arriving chronologically after the P ZERO Race TLR and Race TLR SL, for reasons of market demand - which is now moving towards the tubeless option - the new P ZERO Race tyre is a clincher model, dedicated to pure performance.

From the point of view of tread design, the tyre is identical to the Tubeless Ready version of the same name, as is the compound Pirelli used for its rubber. P ZERO Race is made with the new SmartEVO Compound. Taking advantage of its over 110 years in motorsport as well, Pirelli has developed a ternary blend of functionalized polymers with "intelligent" behavioral characteristics, which are the basis of the exceptional properties of SmartEVO.

Each of the three polymers provides specific performance, ensuring a perfect balance of opposing characteristics, such as grip and rolling. The result? Improved grip on dry and wet surfaces and very low rolling resistance, resulting in smoothness and driveability.

This high-performance compound has already been tested by the top World Tour teams of which Pirelli is a partner: AG2R Citroën, TREK-Segafredo and Team BikeExchange.

Completely new, however, is the construction of the casing, in 120 TPI Nylon, designed for use with an inner tube. The P ZERO Race has been adapted to the new ETRTO 19c rim standards (inner channel size). As a result, each size of the P ZERO Race tyres has a wider tread than the corresponding P ZERO Velo: a wider and more elongated footprint, for the benefit of rolling performance, puncture protection and control when cornering.

The carcass also features a wider protective belt. Called TechBelt Road, it is an additional layer of Aramid fabric, underneath the compound, that increases puncture protection in various conditions of use.

Available in 24, 26, 28 and 30 mm sizes, in black or with para rubber sidewalls (Classic), P ZERO Race will soon be available in a Colour Edition version too (yellow, red or white). This performance tyre dedicated to racing and long-distances will be at home on various ground surfaces, whether dry or wet, thanks to its exceptional chemical grip; from spring to late autumn.

The new clincher tyre is available in the best cycling shops and online, at the price of € 59.90

### **P ZERO ROAD: ALL-ROUND PERFORMANCE**

Completing the new range, the P ZERO Road clincher is oriented towards durability, without compromising smoothness and comfort. Specifically developed as a multi-purpose tyre, this all-round rubber is also built to fit the modern rims.

P ZERO Road differs from the Race version in its tread design, with closer and longer grooves, and in its compound, the EVO Compound, making it a more versatile tyre. This new clincher tyre offers low rolling resistance, excellent grip, high comfort and durability.

P ZERO Road is available in Black, in sizes 24, 26, 28 mm, at the price of € 39.90

The new carcass construction of the P ZERO family tyres makes it important to use recommended pressures and appropriate rims. For this reason, in all its literature, online and on the packaging of the new P ZERO Race and P ZERO Road, Pirelli provides detailed and precise indications regarding both the actual dimensions in relation to the rim and the recommended inflation pressures based on the rim channel used and the weight of the rider.

For further information: [velo.pirelli.com](http://velo.pirelli.com)

Instagram: [@pirelli\\_cycling](https://www.instagram.com/pirelli_cycling)

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