



PRESS RELEASE

NEW PIRELLI P ZERO WINS 'TYRE REVIEWS' COMPARATIVE TEST ON ITS DEBUT

The new Pirelli P Zero claimed first place in a comparative test hosted by the well-known 'Tyre Reviews' platform. The test results confirmed the new tyre's focus on performance and safety, thanks to improved handling and shorter braking distances.

Milan, April 10, 2025 – The new Pirelli P Zero has claimed first place in a comparative test of Ultra High Performance (UHP) tyres, conducted by well-known platform 'Tyre Reviews'. This means that the product has already secured a significant test victory just days after its official debut, confirming the new performance and safety features announced at launch.

The tests were carried out in real-world conditions on both dry and wet surfaces. Among all the candidates, the P Zero stood out for its grip in dry and wet conditions, as well as aquaplaning resistance, comfort, and low noise levels. The results highlighted an excellent balance between safety and performance: two of the defining characteristics of the new tyre.

On dry surfaces, the new P Zero excelled when it came to stability, balance, grip, and outstanding braking; delivering the best performance compared to competitors. It also ranked first in wet braking tests and was among the top performers in aquaplaning tests — especially while cornering, when it provided excellent grip.

In addition to the sporty performance underlined during the tests, the new P Zero also stood out for its comfort, ensuring an extremely smooth and quiet driving experience.

The full article and comparative test from Tyre Reviews can be found at this link: [Tyre Reviews](#).

The New P Zero

The fifth generation of the P Zero showcases significant improvements, achieved through innovative development technologies based on artificial intelligence systems and proprietary algorithms developed by Pirelli. From the earliest design stages, Pirelli's R&D engineers focused on the tyre's structure and tread pattern, rethinking the grooves and contact patch to improve braking and wear rate — delivering consistent performance throughout the tyre's entire life cycle.

Most of the new P Zero range also features Pirelli's specialties, starting with *Elect*, the technology package designed for electric and plug-in hybrid vehicles that helps extend driving range by up to 10%¹.

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¹ Comparison between PIRELLI SCORPION™ ELECT™ and PIRELLI SCORPION™ tyres, size 235/60/R18, measuring the battery range gain derived from a reduction in rolling resistance in the ELECT™ version. The tests were conducted on a Volkswagen ID.4 in instrumented conditions at a constant speed of 50 km/h over a range of 550 km. Source: Internal Pirelli research and development tests conducted between March and June 2022.

