



PRESS RELEASE

PIRELLI AT THE FESTIVAL OF SPEED

PIRELLI BRINGS THE P ZERO FAMILY TO GOODWOOD

More than 300 homologations already secured for the new products confirm P Zero's ability to keep pace with the evolution of performance, from electric sports cars to record-breaking hypercars

Milan, 10 July 2026 – Pirelli P Zero returns to the Goodwood Festival of Speed. At the event that brings together some of the world's most innovative and high-performance cars, many of the latest models and vehicles tackling the famous Hill Climb are equipped with tyres from the new Pirelli P Zero family. This further confirms the P Zero range as the tyre of choice for leading premium and prestige car manufacturers, as demonstrated by the more than 300 homologations already secured for the new P Zero products. These approvals span a wide variety of vehicles, all sharing the same focus on performance, driving pleasure and safety. Since 2023, the P Zero family has undergone a complete renewal, with the new generation making its debut at the Goodwood Festival of Speed to then become original equipment on many newly launched vehicles.

Among the highlights of the 2026 edition is the new **Ferrari Luce**, for which Pirelli has developed a **bespoke P Zero E**: the tyre that combines high performance with more than 55% bio-based and recycled materials, together with low rolling resistance, in a record-setting 24-inch size. Representing the sportiest end of the range is the **P Zero Trofeo RS**, fitted on the **Bentley Supersports**, **Porsche Taycan Turbo GT with Manthey Kit**, and **BMW M2 with M Performance Track Kit**. Also equipped with Pirelli's semi-slick tyre is the **Pagani Utopia Roadster**, the first car to adopt **Cyber Tyre**, Pirelli's technology that enables tyres to communicate directly with the vehicle's electronic systems through integrated sensors. In the luxury and comfort segment, the **Rolls-Royce Spectre** and **Jaguar Type 01** are fitted with **P Zero Elect** tyres, developed specifically for electric and plug-in hybrid vehicles. Both models also feature large-diameter tyres of up to 23 inches.

Among the vehicles fitted with Pirelli **P Zero Trofeo RS** tyres is **the Koenigsegg Sadair's Spear** megacar, as well as its **LEGO Technic** replica, which set the speed record for a drivable LEGO car on the Goodwood Hillclimb, reaching 111 km/h.

Every tyre in the P Zero family shares a technological **heritage rooted in motorsport, which has always served as Pirelli's open-air laboratory**. Through its involvement at the highest levels of competition, including more than 350 motorsport events each year, Pirelli develops

technological innovations, such as virtual development processes, that are subsequently transferred to road tyre production. It is no coincidence that the tyres used by Pirelli in the world's most prestigious racing series also carry the P Zero name, starting with Formula 1.

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