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PRESS RELEASE

PIRELLI AND LUNA ROSSA: NEW PARTNERSHIP FOR THE 38TH AMERICA'S CUP

PIRELLI WILL COLLABORATE WITH THE TEAM ON VIRTUALIZATION, ARTIFICIAL INTELLIGENCE AND INNOVATIVE MATERIALS

Milan, 19 May 2025 – Pirelli and Luna Rossa announce a new partnership in preparation for the 38th edition of the America's Cup: after having been co-title sponsor since 2018, for the next campaign Pirelli becomes **Official Sponsor and Technical Partner**. With this new collaboration Pirelli chooses to remain alongside Luna Rossa, supporting it in the development of technological solutions, and at the same time allows the company to focus on motorsport, also in view of its entry into MotoGP as official supplier.

Pirelli and Luna Rossa are already working together on various areas, starting with **virtualization**: fine-tuned by Pirelli in Formula 1 and for some time also used in the development of road products, it is an approach that reduces development times, the use of physical prototypes and environmental impact. It also enables a deeper understanding of the physical phenomena linked to the functioning of tyres. In the partnership with Luna Rossa, it is also used to predict the behavior of materials, designed together, when subjected to the typical stresses of navigation. Other areas of technological collaboration include the **modeling** and application of **artificial intelligence and data management** systems, as well as research into **innovative materials**, where Pirelli has consolidated and recognized know-how.

"We are delighted to be alongside Luna Rossa once again and will be there with the passion and dedication that have distinguished this partnership since the beginning. We believe deeply in this project, which strengthens our brand and offers great international visibility, allowing us to convey shared values, such as Italian-ness, technological challenge, competition, teamwork and the balance between power and control," said **Marco Tronchetti Provera**, Executive Vice Chairman of Pirelli. *"This time, as before, our contribution will not be lacking in terms of technology and research. We will meet the challenges of this edition with the same excitement and involvement as always. Above all, doing so in an extraordinary city like Naples known for its beauty, culture and atmosphere, which we are certain will help make this edition truly special."*

"We are very pleased to have Pirelli at our side again. This represents an important demonstration of trust in the team and the work done to date," said **Max Sirena**, Skipper and Team Director of Luna Rossa. *"As Official Sponsor and Technical Partner, Pirelli will play a fundamental role in the development of this campaign, contributing years of experience and know-how in various fields related to technological innovation. Pirelli is a long-standing partner with whom we share the same sporting values and ethics, and we are happy to have renewed the collaboration"*.

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