



PRESS RELEASE

**PIRELLI: CYBER™ TYRE TECHNOLOGY GAINS WORLDWIDE RECOGNITION**

**THREE NEW AWARDS FOR THE SAFETY PROVIDED BY PIRELLI'S CYBER™ TYRE**

**WORLD'S FIRST HARDWARE AND SOFTWARE SYSTEM CAPABLE OF COLLECTING DATA FROM TYRE SENSORS, PROCESSING THEM THROUGH PROPRIETARY ALGORITHMS AND COMMUNICATING IN REAL TIME WITH THE VEHICLE'S ELECTRONICS**

- **"SAFETY AWARD" AT THE 2025 AUTOMOBILE AWARDS IN FRANCE**
- **"SAFETYBEST" FROM AUTOBEST JURY, REPRESENTING 32 EUROPEAN COUNTRIES**
- **"COMPANY OF THE YEAR" FROM U.S.-BASED FROST & SULLIVAN FOR THE INNOVATIVE IMPACT OF CYBER™ TYRE**

**Milan, December 19, 2025** – Just one month after being recognized in the United States as the most innovative technology in the tyre sector (Autotech Breakthrough Awards), **Pirelli Cyber™ Tyre** has received three additional prestigious international accolades. The first in France, in the "Safety" category at the eighth edition of the **Automobile Awards**. The second from **Autobest**, an independent automotive jury representing 32 European countries. The third from U.S.-based market analysis firm **Frost & Sullivan**, which named Pirelli "Company of the Year" for the groundbreaking innovation of the Cyber™ Tyre—a technology that, as stated in the recognition, "demonstrates how digital systems can redefine even traditional automotive components."

**AUTOMOBILE AWARDS**

The French jury of the Automobile Awards, composed of 20 automotive industry experts, recognized Pirelli for its ability to enhance vehicle safety through the innovation delivered by Cyber™ Tyre technology. The Automobile Awards celebrate excellence in the sector each year, in line with key market trends. Among the most significant recognitions is the Safety Award, which this year went to the Pirelli Cyber™ Tyre—a technology that provides advanced warning of risks and makes driving safer and smarter. Thanks to sensors integrated into the tyres and connected to the vehicle's ECU, the system transmits real-time data from the road, enabling control systems to intervene promptly, for example by braking sooner or reducing stopping distances.

The information collected by sensor-equipped tyres, combined with V2X connectivity and Pirelli's proprietary algorithms that process data in real time, also allows communication of road conditions to infrastructure managers and, in the context of Smart Roads, alerts other connected vehicles to potential hazards, as well as providing useful insights for mobility management.

**SAFETYBEST 2026**

Autobest, founded in 2000, honors companies, technologies, and individuals driving the evolution of mobility each year. Among its most prestigious categories is the "SafetyBest" title, awarded this year to Pirelli "for the pioneering development of Cyber™ Tyre technology, an innovation of exceptional significance for automotive safety." This recognition celebrates solutions that raise road safety standards and is based on extensive tests and in-depth analyses conducted by the jury. It stands alongside other Autobest categories, including the annual election of the Best Buy Car, as well as CompanyBest, EcoBest, and DesignBest.



## COMPANY OF THE YEAR

The Frost & Sullivan “**Company of the Year 2025**” recognition highlights companies that anticipate trends, bring innovative solutions to market, and generate tangible value. This accolade, granted in the “Global Smart Automotive Tyre Market” category, underscores Pirelli’s role as a leader in innovation and a driver of the transformation underway in the industry, thanks to the development of cutting-edge technologies—foremost among them is Cyber™ Tyre, an intelligent system that integrates tyre data into vehicle control systems, connected ecosystems, and infrastructure.

*“These new recognitions confirm that the role of the tyre has changed. For over a century, the technologies inside it have been evolving, but its function has remained the same: conveying forces to the ground to ensure vehicle control. Today, the tyre continues to evolve, and to its primary purpose a new one has been added: thanks to Pirelli Cyber™ Tyre, it has begun to collect and transmit data, processed through algorithms developed by Pirelli. These enable new functionalities, both within vehicle electronics and in relation to road infrastructure, with development potential that looks toward smart cities and autonomous driving. Digitalization and connectivity are essential pillars for designing future mobility, and our technology—the first of its kind in the tyre world—has embraced them, as confirmed by these awards and by our collaborations with leading car manufacturers,”* said Andrea Casaluci, CEO of Pirelli.

## COLLABORATIONS WITH CAR MANUFACTURERS

After two decades of development, Cyber™ Tyre technology is now being implemented on models from several carmakers, supported by a partnership with Bosch, enabling integration with onboard electronic systems such as ESP, ABS, and traction control. The first version debuted in 2021 on the McLaren Artura, the first production car to adopt the Cyber™ Tyre. In 2024, Audi introduced a track-focused version on the RS 4 Avant Edition 25 Years. The latest and most advanced variant of the technology hit the road this year on the Pagani Utopia Roadster, where the Cyber™ Tyre is fully integrated with the vehicle’s control electronics. Also in 2025, an agreement was announced with Aston Martin, which will adopt Cyber™ Tyre on its upcoming models. Meanwhile, additional development collaborations are underway and will be announced soon, extending beyond the Prestige segment to include high-volume models in the Premium market.

## PIRELLI CYBER™ TYRE

Pirelli Cyber™ Tyre is the world’s first integrated hardware and software system capable of collecting essential data from tyre sensors—such as pressure, temperature, and acceleration—and processing them through proprietary algorithms. The system communicates in real time with the vehicle’s electronics, integrating with ABS, ESP, and ADAS to enable new control functions, provide advanced warning of critical situations, and thereby enhance safety, efficiency, and driving comfort.

This technology goes beyond in-car features and extends to infrastructure, aiming to improve safety and quality, as demonstrated by the collaboration begun last June with the **Region of Apulia**. The project leverages Cyber™ Tyre by combining tyre data with images from onboard cameras to create a dynamic road map, reporting on the “health status” of roads and supporting maintenance planning to improve safety.

Thanks to Vehicle-to-Everything (V2X) connectivity, the Cyber™ Tyre communicates with infrastructure and other vehicles, facilitating smart roads, smart cities, and future developments in autonomous driving through real-time information on road conditions, risks, and signage. The Cyber™ Tyre represents a decisive step toward the mobility of the future, reaffirming Pirelli’s innovative vision and delivering tangible benefits to drivers, manufacturers, and infrastructure managers—transforming tyres into truly intelligent, connected components.

\*\*\*\*\*

Pirelli Press Office

Tel. +39 02 6442 4270 | [pressoffice@pirelli.com](mailto:pressoffice@pirelli.com) – [www.pirelli.com](http://www.pirelli.com)