



PRESS RELEASE

PIRELLI AT THE GOODWOOD FESTIVAL OF SPEED 2025

10,000 HORSEPOWER FOR P ZERO: A PARADE OF LEGENDARY SUPERCARS ON THE HILLCLIMB TO CELEBRATE THE LAUNCH OF THE FIFTH GENERATION AND 40 YEARS OF PIRELLI'S ICONIC TYRE

Milan, July 14, 2025 – Pirelli marked the opening of the 2025 Goodwood Festival of Speed, with a parade of supercars boasting a combined output of over 10,000 horsepower, to celebrate the debut of the fifth generation of its P Zero tyre. The event also honoured the 40th anniversary of a tyre that pioneered the ultra-high performance (UHP) segment when it was introduced in 1985. Over the decades, P Zero has equipped the world's most iconic cars, with more than 3,000 versions developed for specific models: all focused on delivering performance and safety through continuous technological innovation.

The cars in the parade tackled the famed Goodwood Hillclimb, the centrepiece of the Festival of Speed, and were selected to showcase the defining traits of the Pirelli P Zero. Leading the lineup was the **Ferrari F40**, originally fitted with the first-generation P Zero on its 1987 debut. Next up was the **Lancia Delta S4 Stradale**, which had been equipped with a "zero" version of the iconic tyre two years earlier, featuring a unique tread pattern design that blended slick, intermediate, and wet profiles, as used in motorsport. Then there was the **Lamborghini Urus SE**, the very first model homologated with the new fifth-generation P Zero. Representing the new era of electric hypercars was the **Lotus Evija**, once the most powerful production car ever launched, equipped with P Zero Trofeo R tyres marked with "Elect": Pirelli's signature for tyres that are specifically engineered for BEVs and PHEVs. The **McLaren Artura** and **Pagani Utopia Roadster** were the first cars equipped with Pirelli's Cyber Tyre system as standard. This is the only hardware and software solution capable of collecting real-time data from sensors inside the tyres, which is processed via proprietary algorithms and communicated to the car's own electronic systems; enabling previously unimaginable levels of functionalities. The **Porsche 911 Carrera 4 GTS**, fitted with P Zero R tyres, embodied the balance between performance, safety, and versatility that defines the P Zero family. At the same time, the **Aston Martin Vanquish Volante** - the V12 convertible grand tourer - represented the pure joy of driving. The future of mobility was symbolised by the **BMW Vision Driving Experience**: a concept car previewing the brand's next-generation models. Closing the 10,000-horsepower parade was a **Formula 1** car fitted with 18-inch P Zero tyres, linking road and track to highlight the famed motorsport heritage from which the P Zero was born, and from which it still continues to transfer technology today.

Pirelli P Zero's innovation also extends to reducing environmental impact: during the Festival of Speed, Pirelli and **JLR – Jaguar Land Rover** unveiled the **world's first global-market production tyre made from over 70% bio-based and recycled materials**. The tyre, also featuring FSC™-certified natural rubber, is a specifically developed P Zero and will be initially available on selected 22" wheel options on Range Rover.

PIRELLI P ZERO FAMILY

Today, P Zero is a brand that inextricably links the race track to the road, representing an entire family of products chosen by premium and prestige car manufacturers worldwide. In the prestige segment, Pirelli P Zero tyres equip over 50% of the models available on the market. Key products in the P Zero family include: the fifth-generation **P Zero**, engineered to deliver high performance and



safety for top-tier vehicles; the **P Zero E**, combining e-mobility with sustainability thanks to its use of over 55% natural and recycled materials, with triple “A” ratings on the EU tyre label; **P Zero R**: maximizing sporting performance and driving pleasure for high-performance cars and SUVs; **P Zero Trofeo RS**, for track use while also being street-legal; and **P Zero Winter 2**, tailored for drivers seeking top performance and safety even in winter conditions.

To mark the P Zero’s 40th anniversary, Pirelli has also recreated the original 1985 tyre in a limited edition of 40 sets. This historic icon, along with other classic P Zero models, is now part of the **Pirelli Collezione** range, dedicated to legendary vintage and modern classic cars. Just like every tyre in the Collezione line-up, it mirrors the original design while incorporating modern materials and technology. As a result, safety is enhanced while the original sporting soul of the car remains untouched.

10,000 HORSEPOWER: THE GOODWOOD PIRELLI P ZERO PARADE LINEUP

Ferrari F40 (1987 – 478 HP) – Pirelli P Zero

Lancia Delta S4 Stradale (1985 – 250 HP) – Pirelli P Zero

Alfa Romeo 8C Competizione (2007 – 450 HP) – Pirelli P Zero

Aston Martin Vanquish Volante (2025 – 835 HP) – Pirelli P Zero Corsa

Lamborghini Aventador SVJ (2018 – 770 HP) – Pirelli P Zero Corsa

McLaren Artura (2021 – 700 HP) – Pirelli P Zero Corsa

Pagani Utopia Roadster (2024 – 864 HP) – Pirelli P Zero Trofeo RS

Lotus Evija (2023 – 2011 HP) – Pirelli P Zero Trofeo R

Porsche 911 Carrera 4 GTS (2024 – 541 HP) – Pirelli P Zero R

BMW Vision Driving Experience (2025 – circa 1.500 HP) – Pirelli P Zero Trofeo RS

Lamborghini Urus SE (2024 – 800 HP) – Pirelli P Zero

Formula 1 (2023 – circa 1.000 HP) – Pirelli P Zero F1

Pirelli Press Office

Tel. +39 02 6442 4270

pressoffice@pirelli.com – www.pirelli.com