PRESS RELEASE

PIRELLI: TWO P ZERO TYRES DEVELOPED FOR THE FERRARI 296 CHALLENGE STRADALE

FROM THE TRACK FOR THE PERFECT LAP WITH THE P ZERO TROFEO RS TO THE ROAD WITH THE VERSATILITY OF THE P ZERO R

Designed for the track, the P Zero Trofeo RS maintains grip, precision and balance even under intensive use. It is the first to be developed for a Ferrari and is available in Color Edition. The P Zero R completes the range with a more versatile solution, offering improved wet performance.

Milan, 21 November 2026 – Pirelli has developed, in close collaboration with Ferrari, a **P Zero Trofeo RS** and **P Zero R** specifically for the **296 Challenge Stradale**, the new **road-legal Ferrari with particularly close links to the world of motorsport**. The P Zero Trofeo RS, the first to be designed as original equipment for a Ferrari, draws on Pirelli's extensive experience in top-level motorsport and is engineered to deliver maximum performance on the track while remaining road legal. The P Zero R, meanwhile, offers greater versatility for everyday use. Both fitments are available in sizes 245/35 R20 at the front and 305/35 R20 at the rear and can be identified by the **"F" marking** on the sidewall, indicating their bespoke development for Ferrari.

The Ferrari 296 Challenge Stradale was unveiled at the **2026 Finali Mondiali at the Circuit de Barcelona-Catalunya**, an event bringing together the leading figures of the **Ferrari Challenge Trofeo Pirelli**, the single make championship that has linked Pirelli and Ferrari for more than 30 years. The setting was no coincidence: the Challenge is a natural bridge, both technologically and in terms of its audience, between track and road, with innovations developed in motorsport subsequently transferred to road applications, in line with Pirelli's *"from race to road"* philosophy. On the one hand, the experience gained on circuits with customer racing cars feeds into the development of dedicated tyres for Ferrari's highest-performing road cars. On the other, Ferrari customers and enthusiasts can experience firsthand the level of performance these products are designed to deliver.

P ZERO TROFEO RS: CONSISTENT PERFORMANCE ON TRACK

The **P Zero Trofeo RS** for the Ferrari 296 Challenge Stradale was developed to withstand the high stresses generated by the car's aerodynamic loads and specific set-up. The objective was to **combine high levels of grip with precision, balance and consistent performance even as temperatures rise during intensive track use**.

The **compounds** of the P Zero Trofeo RS draw on Pirelli's experience in **motorsport**: they provide particularly high levels of grip, **while limiting overheating and surface wear**. The result is a tyre with predictable behaviour: in dynamic tests, **even after the opening laps, the P Zero Trofeo RS retains its balance and stability**, maintaining front-axle feedback and steering precision. The tyre therefore enables the Ferrari 296 Challenge Stradale to **maintain high cornering speeds and apply throttle earlier on corner exit**, two key aspects of the car's dynamics.

Reducing weight was another challenge during development: despite the adoption of wider wheels, the P Zero Trofeo RS developed for the 296 Challenge Stradale is lighter than the standard version of the product, in keeping with the car's lightweight philosophy.

P ZERO R: VERSATILITY AND PERFORMANCE FOR EVERYDAY ROAD DRIVING

The **P Zero R** for the Ferrari 296 Challenge Stradale is designed for more versatile use between road and track. The tread pattern features high stiffness in the outer area to support more performance-

oriented driving, while the longitudinal grooves on the inner section help evacuate water. The **multi-compound** solution also makes it possible to differentiate the characteristics of the various areas of the tread according to the performance required.

Once developed the P Zero R had an **improved wet lap time compared with the project's initial benchmark**, while maintaining the precision and responsiveness required by the 296 Challenge Stradale.

The **two fitments reflect the two different facets of the car**: the P Zero R prioritises a broader balance between dry performance, road use and wet behaviour, while the P Zero Trofeo RS is aimed at drivers primarily seeking grip and consistent performance during more intensive and prolonged track use.

PIRELLI COLOR EDITION: FOR THE FIRST TIME, THE P ZERO TROFEO RS COMES IN COLOUR

The P Zero Trofeo RS developed for the Ferrari 296 Challenge Stradale is the first Pirelli semi-slick tyre available with **Color Edition technology**, in **Red, Yellow and Silver configurations**. This technology enables the sidewall colour to be customised through co-vulcanised inserts, adding an aesthetic element to the product's strong technical character.

PIRELLI PERFECT FIT: TYRES DEVELOPED ALONGSIDE THE CAR

Pirelli Perfect Fit is the strategy whereby the tyre is designed alongside the car, with development taking place in parallel so that the tyre becomes an integral part of the vehicle's dynamic behaviour. For the Ferrari 296 Challenge Stradale, both tyres were envisaged from the very beginning of the project, with the **carcass, tread profile and compounds developed from the earliest stages to take into account the set-up, high aerodynamic loads and demands of intensive track use**.

The **joint development of the tyres and the car** made it possible to maintain particularly stable balance throughout the different phases of cornering, including during high-speed changes of direction. The result is two tyres specifically homologated for the Ferrari 296 Challenge Stradale: not simply tyres developed for the car, but **tyres born with the car.**

*****

Pirelli Press Office
Tel. +39 02 6442 4270
pressoffice@pirelli.com – www.pirelli.com