



NEW PIRELLI P ZERO WINS AUTO EXPRESS COMPARATIVE TYRE TEST

The fifth generation of P Zero tyre comes out on top both in dry and wet conditions, underlining the performance and safety characteristics highlighted at its launch

Milan, August 20 2025 – The **new Pirelli P Zero** has won a comparative tyre test hosted by British title *Auto Express*, in which nine independently-bought summer tyres from different manufacturers went head-to-head. The new Pirelli P Zero claimed the top spot thanks to its **driving characteristics both in the wet and the dry**, underlining the **performance and safety** characteristics highlighted during the launch of this latest tyre. Other parameters assessed included noise, efficiency, and cost. For the latest fifth-generation P Zero, this win marks one more important accolade following victory in another comparative tyre test hosted by industry specialist *Tyre Reviews*, published in April.

THE AUTO EXPRESS TEST

In the wet, an area to which the magazine paid particular attention, the new P Zero stood out thanks to its efficiency and safety, claiming the top result when it came to roadholding and also scoring excellent points for braking and aquaplaning resistance. The tyre also delivered excellent performance in the dry, with outstanding results both in terms of handling and braking. Finally, in the acoustic comfort tests – which measured perceived noise by drivers and passengers on both rough and smooth surfaces – the new P Zero recorded very low levels of rolling noise. The magazine wrote: “Pirelli’s latest P Zero scored three first places, more than any other tyre, but what made it stand out was that two of these top marks were in wet and dry handling, underlining its mastery of all conditions.”

This result was made possible thanks to innovative development methods: the leap in quality with this new generation comes also thanks to the use of **artificial intelligence** systems and proprietary algorithms created by Pirelli, which helped the R&D team to identify cutting-edge solutions and reach an unprecedented level of understanding of tyre dynamics. Tests carried out on virtual prototypes were another essential part of the process, allowing better results in less time while reducing the amount of physical prototypes needed.

THE KEY CHARACTERISTICS OF THE NEW P ZERO

The key strengths of the new P Zero, confirmed once more in the *Auto Express* comparative test are performance and safety, along with handling that has been further improved. The research work concentrated on the **tyre structure** and **tread pattern design**, which has been additionally enhanced thanks to changes to the grooves and contact patch, benefitting cornering grip. A more even distribution of pressure makes braking more efficient and reduces wear, guaranteeing consistent performance throughout the life of the tyre.

For 40 years, Pirelli P Zero has been the preferred choice of premium and prestige carmakers as well as a champion of homologations and a benchmark for performance and safety; not to mention the place where Pirelli’s landmark technologies – such as Elect in 2019 and Cyber Tyre in 2021 – make their debuts.

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