



PRESS RELEASE

PIRELLI CYCLING UNVEILS THE CINTURATO EVO TLR, THE TYRE THAT MARKS THE DEBUT OF THE ROAD ENDURO CATEGORY IN CYCLING

**THIS NEW REINFORCED BICYCLE TYRE ADAPTS TO ALL SURFACES AND USES, THANKS
TO ITS WIDE RANGE OF SIZES: FROM 28-622 TO 55-622**

**Born from the experience of Pirelli's CINTURATO VELO, one of the best-selling
products in its segment**

**The first tyre in the Pirelli range to use FSC™-certified natural rubber while also featuring more
than 50% bio-based and recycled* materials**

Milan (Italy), 20 May 2025 – Pirelli presents the CINTURATO EVO TLR, the new bicycle tyre and successor to the CINTURATO Velo, a product launched in 2018 and, since then, a best-seller within Pirelli's Cycling division.

While retaining the outstanding qualities of the CINTURATO Velo - particularly its reliability and puncture protection - the new CINTURATO EVO TLR enhances its performance in grip, comfort, and durability, with the aim of excelling in all weather and road conditions.

Thanks to its technical features and broad range of sizes, the CINTURATO EVO TLR introduces a new category: the road enduro tyre. Long appreciated in the world of motorcycling, this versatile concept is now also available for cyclists, offering broad versatility of use.

CINTURATO EVO TLR features SmartEVO AS, Pirelli Cycling's most advanced compound in terms of grip, vibration damping and durability. Specifically engineered for riders who seek control, comfort, and confident handling across all surfaces, this formula strikes the ideal balance of grip - ensured by the compound - even on wet roads and at low temperatures. It enhances vibration absorption and extends mileage, delivering a smooth ride even on rough terrain and in challenging weather conditions. This cutting-edge compound offers high levels of grip in all seasons and across a variety of surfaces, significantly enhancing comfort and handling thanks to its improved ability to adapt to uneven ground and dampen vibrations**.

Manufactured in Italy at Pirelli's Milan-Bollate plant, the CINTURATO EVO TLR is a tubeless-ready tyre designed for road cycling, commuting, and gravel riding. It features a wide range of sizes from 28-622 to 55-622, tailored for cyclists looking to venture off paved roads while preferring the smoothness of a slick tread, whatever the surface - paved or dirt. Robust and durable, this tyre is also well suited for urban use, ideal for commuting between home and work, both in the city and on outings.

OVER 50% OF ITS MATERIALS ARE BIO-BASED AND RECYCLED*, AND FSC™ CERTIFIED

The CINTURATO EVO TLR boasts over 50% of bio-based and recycled* materials, as verified by independent third-party body Bureau Veritas in accordance with ISO 14021. This is complemented by the FSC™ certification***, related to the responsible supply chain management of the natural rubber contained in the tyre, a Pirelli exclusive in the industry.

The FSC™ logo is globally recognized as a mark of environmental and social responsibility, and of high standards in both areas. FSC™ certified products come from forests managed responsibly, in accordance with rigorous environmental, social and economic criteria. Adopting this certification helps counter deforestation, protect biodiversity to preserve the natural ecosystems, and guarantees a controlled, transparent and verifiable supply chain. From a social perspective, the FSC™ standards protect the rights of the workers and local communities who live in forest areas, by promoting fair working conditions and local development.

This two-fold recognition provided by third-party bodies is an absolute record on the market, and confirms Pirelli's commitment to reducing its environmental footprint through the use of innovative materials and providing the market with reliable and verified claims.

As a way to be transparent with its users, Pirelli has also developed its own logo to display on Pirelli models with at least 50% of bio-based and recycled materials. The image, two arrows within a circle, aims to enhance Pirelli's commitment to the circular economy, alongside and in addition to the tyre's high level of performance safety. This logo will therefore also be present on the new CINTURATO EVO TLR bike tyres, together with the FSC™ logo.

INSPIRED BY ONE OF PIRELLI'S MOST FAMOUS AND BELOVED MOTORCYCLE TYRES

The special tread of the new CINTURATO EVO TLR maintained the grooves of one of the best Pirelli motorcycle tyres dedicated to road enduro, the SCORPION Trail III. The similar application of the two Pirelli products, both dedicated to road and adventure riding in their respective fields, has enabled a selective technology transfer from the famous motorcycle tyre to the cycling one. In fact, like its counterpart for motorbikes, the new CINTURATO EVO TLR is primarily intended for use on asphalt, but it also features a tread groove design developed to handle dirt roads, particularly gravel.

Pirelli has therefore reengineered the tread pattern of the SCORPION Trail III specifically for bicycle use, with a targeted distribution of grooves and solid sections along the profile. Compared to the traditional geometries of more 'racing-style' road tyres, the tread of the CINTURATO EVO TLR features a slick central band designed to provide a solid, rigid footprint for enhanced mileage and cut resistance, while its more sculpted shoulders help the compound deliver greater grip on wet or slippery surfaces. The pattern, rich in grooves and edges, increases traction on surfaces that are not necessarily paved, such as typical gravel terrains

The optimisation of the contact patch and the new construction also contribute to a marked improvement in abrasion resistance, resulting in a +40%**** increase in mileage compared to the original CINTURATO Velo, with the same tread thickness.

The new CINTURATO EVO TLR is already available online and at the best cycling shops, in sizes 28-622, 30-622, 32-622, 35-622, 40-622 in black and, for sizes 28, 30 and 32 also in the Classic and Retro versions. It will also be available later in the season in wider sizes: 45-622, 50-622 and 55-622.

** Only through a physical segregation approach. Depending on the tyre size, the content of bio-based and recycled materials varies between about 25% to 27%, respectively. Bio-based materials include natural rubber, biochemicals and vegetable oils, while recycled materials include silica derived from rice husk and recycled nylon.*

*** Compared to Cinturato Velo (Pirelli internal testing).*

**** The natural rubber component accounts for between 23% to 24% of the tyre's total weight, depending on its size. By 2026, all-natural rubber used in Pirelli's European factories will be FSC™ certified. License number N003618*

***** Size 28-622 (Pirelli internal testing).*

pirellicycling.com / @pirelli_cycling

**

Pirelli Press Office

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

Vitamina C PR Office

Claudia Vianino / Arianna Busin / Diletta Borchia Souren – press@vitaminac.net – T+39 011 2388439

**