



COMUNICATO STAMPA

PIRELLI: FIRST STANDARD PRODUCTION TYRE WITH OVER 70% BIO-BASED AND RECYCLED MATERIALS

The P Zero developed for JLR will be manufactured using materials such as rice husk-derived silica, recycled steel, and FSC™-certified natural rubber

Milan, 9 July 2025 – Pirelli has launched the first standard production tyre for the global market made **with over 70% bio-based and recycled materials**, including **FSC™** (Forest Stewardship Council™)¹-certified natural rubber. This certification attests to the responsible management of the natural rubber supply chain, from plantation to factory. By 2026, all natural rubber used in Pirelli's European factories will be FSC™-certified. Developed in a specific version for **JLR**, the new tyre is a **Pirelli P Zero** and will initially be available on selected 22-inch wheel options for Range Rover, forming part of JLR's aim to roll out more sustainable tyres across its luxury vehicles.

The tyre will feature the FSC™ marking along with the distinctive logo identifying Pirelli tyres made with more than 50% bio-based and recycled materials, as verified by the third-party certification body Bureau Veritas.

MATERIALS INNOVATION

The development of the new P Zero put a significant challenge for Pirelli's Research & Development department: combining Ultra-High Performance (UHP) with a high content of bio-based and recycled materials, which include:

- **Recycled steel**, partially sourced from the melting of scrap metal instead of virgin raw materials, while maintaining the mechanical properties of virgin steel.
- **Rice husk-derived silica**, obtained from rice processing waste, used in tread compounds to ensure high performance in the wet.
- **Circular carbon black**, produced through pyrolysis oil obtained from end-of-life tyres.
- **Bio-circular polymers**, manufactured from monomers derived from used cooking oil or pyrolysis oil, replacing fossil-based polymers.
- **Bio-resins**, plant-based plasticisers that help optimise the balance between dry and wet performance.

P ZERO AND INNOVATION

P Zero is the product line where Pirelli debuts its latest technologies: this renowned accent on innovation makes Pirelli the preferred choice of premium and prestige car manufacturers worldwide.

Back in 2021, Pirelli produced the very first tyre made with FSC™-certified natural rubber. The collaboration with JLR represents a new initiative to increase the share of recycled and bio-based materials in tyres, marking another step forward in the journey toward sustainability. Moreover, this product will also serve as a testing lab for materials innovation, as the percentage of components with low environmental impact is set to increase over time.

In 2024, JLR became the first car manufacturer ever to equip its vehicles with Pirelli tyres containing 100% FSC™-certified natural rubber.

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¹ FSC™ is an international, non-governmental, independent, and non-profit organization, established in 1993 to promote the responsible management of forests. License number: FSC™ N003618.
Natural rubber accounts for approximately 25% of the total weight of the tire (35837, size 285/45R22 XL P-ZERO(LR) ncs).