



PRESS RELEASE

PIRELLI: PRESIDENT LULA VISITS GROUP HEADQUARTERS AND MEETS BOARD

Milan, 11 March 2014 – The former president of Brazil Luiz Inácio Lula da Silva today visited Pirelli's headquarters where, accompanied by Paolo Dal Pino, the chairman of Pirelli Latin America, he was received by the Company's Board of Directors and by the Chairman and CEO Marco Tronchetti Provera.

During the meeting, President Lula visited the group's main Research & Development centre where every type of Pirelli tyre is devised and tested, and he met with some workers' representatives. Subsequently, he visited the Fondazione Pirelli, which houses and catalogues the documents and images of the company's history since foundation in 1872 to today.

President Lula, in conclusion, illustrated for the Board of Directors the present situation of the South American continent, an area of strategic importance for the Company.

Present in South America since 1910, in particular, Pirelli this year celebrates its 85th year of activity in Brazil, a country where Pirelli has five factories (in Santo André, Campinas, Sumaré, Gravataí and Feira de Santana) which produce the entire range of tyres and employ over 12,000 people. Pirelli also has tyre factories in Argentina and Venezuela. In total, in South American region the Company employs a total of almost 14,000 of the 38,000 it employs around the world. Latin America represent about 35% of Pirelli sales worldwide and between 2014 and 2017, as indicated in Pirelli's most recent industrial plan, almost 400 million euro will be invested for the further development of the area.

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