



PRESS RELEASE

WITH NEW P7 TYRES FOR THE GTO, PIRELLI EQUIPS ALL FERRARI SUPERCARS

The Cinturato P7, created for rally competitions and then became a successful product in the road range, has now been developed in a specific version for the first car of the Ferrari Supercar Family

Milan, October 7, 2024 – Pirelli has completed its range of tyres for Ferrari supercars with the introduction of the new **Cinturato P7** developed for the iconic Ferrari GTO. This tyre made its debut on the road in October during the GTO Legacy Tour 2024, adding to Pirelli's comprehensive line-up of tailor-made Ferrari tyres. This includes the recently-developed tyres of the **P Zero** range for the **Ferrari Enzo**, as well as the tyres already available for other renowned Ferrari supercars: the **F40**, **F50**, **LaFerrari**, and **LaFerrari Aperta**.

Introducing the Cinturato P7 for the Ferrari GTO

The Ferrari **GTO**, a pioneering Ferrari supercar, marks its 40th anniversary this year. To celebrate, Ferrari hosted an exclusive tour for GTO owners, driving from the scenic Dolomite Mountains to the home of Ferrari in Maranello. It was during this tour that the newly developed **Cinturato P7** from the Pirelli Collezione range made its road debut. Pirelli Collezione is a range of tyres designed for the world's most iconic classic and modern classic cars, combining vintage looks with contemporary know-how. Originally developed for the 1974 World Rally Championship and then introduced as a road-going tyre in 1976, the Cinturato P7 was the very first ultra-low profile product, offering enhanced cornering grip thanks to its innovative low sidewall height compared to the tread width. For the Ferrari GTO, this tyre returns in its original size (225/50 R16 at the front and 265/50 R16 at the back), blending vintage design with modern materials and technology – as is the case for all the tyres in the Collezione range.

P Zero Tyres for the Ferrari F40, F50, and Enzo

Pirelli's collaboration with Ferrari continued in 1987 with the launch of the **Ferrari F40**, which continued the tradition of the GTO and was the first production car to feature **Pirelli's iconic P Zero** tyres as original equipment that same year. This tyre introduced a revolutionary 17-inch rim size, previously unseen on any road car, as well as cutting-edge technologies that allowed the F40 to exceed 300 kph. Today, the Pirelli Collezione range includes a specific P Zero for the F40, in 245/40 R17 size at the front and 335/35 R17 at the rear.

For its successor – the **Ferrari F50** unveiled at the 1995 Geneva Motor Show – Pirelli developed bespoke tyres based on the **P Zero Corsa System**, in 245/35 R18 size at the front and 335/30 R18 at the rear. This tyre was introduced in the early 2000s as the most sporting in the road-going range, with a specific structure that delivered maximum stability at high speed and while cornering, allowing it to also be used on the track.

Most recently, Pirelli introduced a new **P Zero Corsa System** tyre for the **Ferrari Enzo** into the Collezione range: in 245/35 R19 size at the front and 345/35 R19 at the rear. Developed along with Ferrari's own test drivers, this latest tyre offers the same sporty handling as when the car was new but with improved safety and reliability, thanks to the latest tyre compound technology.

From classic to modern

Pirelli has been a constant presence throughout the evolution of Ferrari's supercars: from the classic GTO to the most modern models. These includes the 2013 **LaFerrari** and the 2016 **LaFerrari Aperta**, both of which were originally equipped with **Pirelli's P Zero Corsa Asimmetrico 2** tyres: an ultra high performance product within the P Zero range. The P Zero name has been synonymous



with the **most extreme and prestigious cars** over the last 40 years, as well as with **motorsport**. This technology cascade starts with the open-air laboratory that is Formula 1, which transfers onto the road innovations that were originally developed on the race track.

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