



PRESS RELEASE

GOODWOOD SECURES PIRELLI AS TYRE PARTNER FOR FESTIVAL OF SPEED

Milan – Goodwood, 10th May 2023. The Goodwood Estate today announced a multi-year partnership with global manufacturer, Pirelli, to be the exclusive tyre partner for the annual flagship event, the **Goodwood Festival of Speed presented by Mastercard**, which this year runs from 13-16 July.

Pirelli, renowned for its cutting-edge technology and high-end production, has been the exclusive tyre partner to F1 since 2011 and is also the unique supplier to the World Rally Championship. They will work with Goodwood to create a number of exciting activations on and off the hillclimb.

Pirelli will be present at the Goodwood Festival of Speed with two exhibition spaces that will illustrate key elements of the company: 150 years of evolution in high-tech products, racing spirit, art and culture, and sustainability. One of the spaces will be dedicated to the iconic P Zero family of tyres, where three new products will be previewed to mark the imminent renewal of Pirelli's entire high end range.

Goodwood owner, The Duke of Richmond, said: "Pirelli has an outstanding reputation for excellence and innovation, qualities that make them a welcome addition as a Goodwood partner. As the leader in the prestige tyre market and the official supplier of tyres to F1, the pinnacle of motor racing, we are excited to have them on board for the 30th anniversary of Festival of Speed."

Marco Tronchetti Provera, Pirelli Executive Vice Chairman and CEO, said: "I'm pleased that Pirelli is partnering with the Goodwood Festival of Speed. It is an excellent fit for us. As a market leader in high end tyres, Pirelli feels at home among the world's leading premium and prestige carmakers. This also goes for the Festival's attention to motorsport, an area we have been involved in since 1907. Finally and importantly, we identify with and appreciate the Festival's interest in new forms of sustainable mobility, as we are focused on developing new technologies to make mobility ever more sustainable."



About the Festival of Speed presented by Mastercard

First staged in 1993, the Goodwood Festival of Speed presented by Mastercard is the world's largest automotive garden party; set against the spectacular backdrop of Goodwood House in West Sussex, UK. Over 600 cars and motorcycles spanning the phenomenal history of motoring and motorsport take part along with legendary figures from the automotive world. Highlights include Future Lab, Electric Avenue, Forest Rally Stage, F1 paddock, Drivers' Club, GAS Arena, Cartier Style et Luxe Concours d'Elegance, Aviation Exhibition and Bonhams Auction.

About Goodwood Racecourse

Enjoy 19 fixtures in the most anticipated summer season to date at Goodwood Racecourse. From perfectly placed private hospitality, to great value celebration packages and shared dining, racegoers can look forward to a memorable day out with friends and family.

Home of the flagship Qatar Goodwood Festival, Goodwood Racecourse's famous five-day meeting in July presents a spellbinding sporting and social occasion like no other. Live music meets sensational style with a plethora of equine superstars, all looking to be crowned on the world stage.

Featuring no less than 13 Group races, including the Al Shaqab Goodwood Cup, the Qatar Sussex Stakes, often referred to as the 'Duel on the Downs', and the cavalry charge that is the Unibet Stewards' Cup, it's the place to be seen. Off the track, Tuesday's Lord Taverners Twenty20 cricket match and Friday's much anticipated L'Ormarins best-dressed competition showcase on a fabulous supporting card.

About Pirelli

Established in 1872, Pirelli is among the world's leading tyre producers. It is the only pure consumer tyre company that includes car, motorbike, and bicycle tyres as well as associated services. Pirelli has a distinct positioning in high value tyres, characterised by an advanced technology with more than 3,900 homologations obtained, thanks to partnerships with the most prestigious car manufacturers in the world. In order to achieve the highest levels of performance, safety and containment of environmental impact, Pirelli has always been strongly committed to research and development, in which it invested around 5.5% of revenue from high-value products in 2022. Backed by its presence in Motorsports which began in the early 20th Century, the company is now present in more than 350 competitions. In the world of sports, Pirelli is "co-title sponsor" of Luna Rossa Prada Pirelli Team, global tyre partner of Fc Internazionale, as well as sponsor of Winter sports (such as the Italian Federation of Winter Sports) and the adventure of the ocean navigator Ambrogio Beccaria. Pirelli has always been a promoter of dialogue between industry and the world of art and culture, and has for over 50 years published the Pirelli Calendar, which captures and interprets the changing customs thanks to the greatest photographers, and supports and manages Pirelli HangarBicocca, an institution dedicated to contemporary art among the largest exhibition spaces in Europe. Safeguarding corporate culture is the role of the Pirelli Foundation. Launched in 2008 by the company and the Pirelli family, it aims to protect the group's historical and contemporary cultural heritage. Pirelli's commitment to the creation of sustainable value, a characteristic of the Company's responsible management and its economic, social and environmental performances has resulted in its inclusion in some of the world's most prestigious sustainability stock market indices such as the Dow Jones World and Europe Sustainability Indices and Global Compact LEAD of the United Nations.



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