



COMUNICATO STAMPA

PIRELLI LAUNCHES THE NEW CINTURATO WINTER 3

The new high-performance winter tyre for sedans and crossovers stands out for snow and wet performance in Dekra and TÜV tests

Performance takes a step forward thanks to virtual development and advanced testing methodologies

Milan, 7 October 2025 – Pirelli launches the **Cinturato Winter 3**, a high-performance winter tyre designed for sedans and crossovers, capable of offering **safety and control in winter conditions**. Starting with snow performance, tested by independent bodies Dekra¹ and TÜV², which also verified the excellent wet performance. The new product, in fact, ranked first **on snow** for **braking, traction, and handling**, receiving the **TÜV Premium Quality Mark**. On wet surfaces, **it tops the charts for aquaplaning resistance and handling**, with an **A-B classification on the European label** for wet grip across the entire range³. Acoustic comfort is also guaranteed, with low rolling noise emissions, as confirmed by the European label⁴, while the tread pattern ensures **lasting performance and higher mileage**⁵ compared to the previous generation.

DEVELOPMENT OF THE CINTURATO WINTER 3

The versatility of the new tyre is the result of a development process that achieved the goal of reconciling historically opposing characteristics, thanks to **Virtual Development techniques**, such as mileage and aquaplaning resistance, both improved compared to earlier products. Virtual development not only allowed a significant reduction in the use of physical prototypes through increasingly sophisticated simulation of the variables, but also produced more precise results while minimizing development times.

The main update concerned the **tread pattern**: the **central zig-zag** channel improves water evacuation, the **optimised sipes** and **Snow Keeper Teeth** on the blocks trap snow for better snow-on-snow grip, without penalizing wet performance.

The compound was developed thanks to experience gained with the **P Zero Winter 2**, an ultra-high performance winter tyre, winner of several comparative tests. The **Dual-Core Polymer used, features a dual-mode structure** that increases grip in different conditions: high mobility at low temperatures provides snow adhesion without compromising grip on wet or dry surfaces. In addition, excellent wear resistance further extends the working range of the tyre.

Virtualization techniques were also applied to material development, thanks to the **Virtual Compounder**: a tool, developed by Pirelli and based on generative AI, to accelerate the identification of the best material combinations for new compounds, allowing more precise results and maximizing process efficiency.

TESTED ALSO IN SUMMER, INDOOR

¹ Report 24CPCEXT-317- Comparative tests carried out in February 2025 by DEKRA with tyre size 205/55R16.

² TÜV Premium Mark Report No. 713367367 Tests carried out in February – March 2025 by TÜV with tyre size 225/45R17

³ With 100% range A-B Class rating on the EU label. All replacement sizes have been rated "A-B" class on EU label in wet grip

⁴ 100% range in B Class rating on the EU noise label. All replacement sizes have been rated "B" class on EU noise label

⁵ Based on internal tests: Cinturato WT3 vs Cinturato WT2 (previous product)



While the use of virtual methods has been expanded, physical testing activities have also evolved with new methods and facilities to experiment at different times of the year, obtaining more accurate results faster. In addition to the testing laboratories in Bicocca, a key role in this phase was played by the **Pirelli Sottozero Centre**, a centre of excellence in Swedish Lapland, where the R&D department tests tyres on different surfaces, from snow to ice, all year round. Inaugurated in 2017, the facility extends over 125 hectares with 19 tracks on snow, ice, wet, and dry surfaces. The Cinturato Winter 3 was the first product to benefit from the most recent Indoor facility, recently inaugurated in the proving ground area, which allows replication of winter temperatures, conditions, and surfaces even in summer. To ensure maximum effectiveness on specific vehicles, between physical and virtual tests, the tyre was tested on over 10 of the most representative car models on the market.

THE CINTURATO WINTER 3 RANGE AND PIRELLI WINTER OFFERING

Already available on the replacement market with over 35 products, the Cinturato Winter 3 range covers sizes **from 16 to 20 inches** and also features technologies such as **Elect**, which allows an increase of up to 10% in the range of electric⁶ and plug-in hybrid cars and adopts solutions specifically designed for the characteristics of these powertrains. The Pirelli Noise Cancelling System (PNCS) is also available, reducing rolling noise in the cabin thanks to a special sound-absorbing material applied inside the tyre.

The Cinturato Winter 3 is part of **Pirelli's winter range**, alongside the latest novelties, such as the **P Zero Winter 2** for the highest-performing cars and the **Scorpion Winter 2** for high-performance SUVs. A range that responds with different products to the growing demand for specialized winter tyres in sizes from 18 inches, typical of higher level segments.

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

⁶ Comparison between PIRELLI SCORPION™ ELECT™ and PIRELLI SCORPION™ tyres, size 235/60/R18, measuring battery range gain derived from a reduction in rolling resistance in the ELECT™ version. Testing was conducted on a Volkswagen iD4 under instrumented conditions at a constant speed of 50 km/h over a range of 550 km. Source: Internal Pirelli R&D tests conducted between March and June 2022.