



PRESS RELEASE

PIRELLI RECEIVES “SUPPLIER OF THE YEAR” AWARD FROM HYUNDAI MOTOR GROUP

Savannah, Georgia (USA), 25 March 2026 – At the recent Hyundai Motor Group Global Supplier Day, Pirelli was honored with the "Supplier of the Year" award in recognition of its high-quality products and services, exceptional supply chain management, and comprehensive collaborative performance.

Amidst the rapid transformation of the global automotive industry and supply chain challenges, Pirelli has consistently provided Hyundai Motor Group with high-quality products and efficient services, ensuring production continuity and stability through forward-looking supply solutions. Leveraging its globally deployed factory network, Pirelli actively aligns with Hyundai's production layout, fully utilizing the locational advantages of its Asian plants to offer Hyundai Motor Group more stable production assurance and more agile responsive support, further deepening the global partnership between the two companies.

The profound technical collaboration between the two parties is fully showcased in the latest models. The first high-performance model from Genesis, a brand under Hyundai Motor Group, the GV60 Magma, as well as Hyundai's high-performance electric coupe, the Ioniq 6 N, are both equipped with Pirelli's latest-generation P Zero tyres. These tyres feature Pirelli's PNCS™ and ELECT™ technologies. Since its launch in 2019, Pirelli's ELECT™ technology, specifically developed for pure electric and plug-in hybrid vehicles, has obtained over 800 original equipment homologations from car manufacturers. In the era of electrification, Pirelli's range of innovative products and technologies are enabling various Hyundai models to fully unleash their performance potential.

Mattia Bussacchini, Senior Vice President and Chief Commercial Officer of Pirelli states: "We are truly honored to receive this prestigious recognition from Hyundai Motor Group. This award fully affirms the strong collaboration between our teams and reflects Hyundai's high recognition of Pirelli's products and services. We look forward to continuing to deepen our cooperation with Hyundai and exploring new opportunities to drive mutual growth".

Pirelli remains committed to serving its global partners with high-value technology and products. This award marks yet another significant milestone in the long-standing partnership between Pirelli and Hyundai Motor Group, reinforcing their shared commitment to innovation and excellence in the evolving automotive landscape

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