



PRESS RELEASE

PIRELLI EQUIPS CLASSICS AND YOUNG TIMER PORSCHE 911 WITH SPECIFICALLY DEVELOPED TYRES

From the first generation of the 911 to the 997

A technological collaboration that sees Pirelli and Porsche also involved in further joint development projects for classic models

Milan, 15 October 2025. Pirelli offers tyres for classics and youngtimer Porsche 911, from the first 1964 model to the Porsche 911 (type 997). This breadth of offering makes Pirelli the **go-to supplier** for Porsche collectors, thanks in part to the Collezione range for numerous other classic Porsche models, such as the 356, 914, 928 and 944. These tyres are designed **specifically for the cars they equip, preserving the original aesthetics while using modern materials and technologies**, to offer maximum safety and compliance with currently applicable regulations.

"Our collaboration with Porsche about tyres for classic Porsche models demonstrates how tradition and innovation can successfully coexist. Our Research and Development departments work together in a consolidated manner to create dedicated tyres that allow classic Porsche models to continue travelling safely and efficiently. It's a relationship that is constantly renewed", said Mario Isola, Pirelli Motorsport Director.

"Preserving the heritage of our old- and young timers by ensuring the availability of premium spare parts is a matter of dedication for us. Together with Pirelli's renowned expertise, we've been able to further enhance our offering of high-performance tires for our classic cars", says Ulrike Lutz, Director for Classic at Dr. Ing. h.c. F. Porsche AG.

PIRELLI COLLEZIONE: CLASSIC TYRES ON THE OUTSIDE, MODERN ON THE INSIDE

As a testament to the joint development between the Pirelli and Porsche Research and Development departments, the tyres bear the "N" marking on the sidewall: the symbol applied on all tyres that have been specifically approved and tested by Porsche. The Collezione range aims to preserve the historic automotive heritage, combining technical innovation with aesthetic fidelity. This is maintained thanks to the contribution of the Pirelli Foundation, which preserves, among other documents, the designs and specificities of historic tyres in an archive of approximately 4 linear kilometers of materials on Pirelli's history, from 1872 to the present day.

FROM THE CINTURATO CN36 TO THE P ZERO, THE EVOLUTION OF THE 911

The history of the Porsche 911 began at the 1963 International Motor Show Germany (IAA) in Frankfurt, where it was introduced as the "Porsche 901," the successor to the Porsche 356. A few years later, the production versions were equipped with the **Cinturato CN36**, the first Pirelli sports car tyre to use steel belts. Ten years after its debut and following the release of numerous versions, the Porsche 911 evolved into the G model, which gave rise to the 911 Turbo. This model was equipped with the **Cinturato P7**, a tyre originally developed for rally races and later a successful product in the road range. It was the first ultra-low-profile tyre to be introduced to the market. Its main feature was its lower sidewall relative to the tread width with a previously unseen aspect ratio, which significantly increased grip when cornering. Subsequent generations adopted the **P Zero Rosso**, designed to offer the perfect balance between high performance, comfort, and low noise, ensuring safe sporty driving even at high speeds. In 2005, the sixth generation arrived, the Porsche 911 (type 997), for which the **P Zero** is also available. Further joint development projects are also underway to develop new tyres for classic Porsche models.
