



PRESS RELEASE

PIRELLI JOINS UNITED NATIONS ROAD SAFETY TRUST FUND

The first tyre company to join, Pirelli also obtains seat on Advisory Board

With Cyber Car, Pirelli brings intelligent tyres into the safety mix

Milan, 28 August 2018 - Pirelli has become the first tyre company to join the United Nations Road Safety Trust Fund, pledging a contribution of \$600,000 (2018-2019) to help the fund in its efforts to make significant impact in global road safety. At the same time, the company's Chief Sustainability and Risk Governance Officer, Filippo Bettini, was nominated to a seat on the fund's Advisory Board.

As a leading tyre maker, Pirelli's foremost concern is to increase driving safety, principally through the application of innovative technologies. Contributing to the fund, and thus to the United Nations Sustainable Development Goal of halving the number of worldwide road accident deaths by 2020, is a natural and complementary extension of the company's own mission.

"I welcome this important pledge from Pirelli to the United Nations Road Safety Trust Fund. With momentum building, I call on the support of other donors so that we may scale up the resources urgently required for action to address the critical road safety situation", stated the UN Secretary-General's Special Envoy for Road Safety, Jean Todt.

"Our product is the only part of the vehicle that comes into contact with the road and is therefore the linchpin of all its safety systems. Throughout our history, we have been dedicated to the constant improvement of tyre safety and we are now moving into the area of intelligent tyres with the greater monitoring and ecosystem communication capabilities they bring," said Pirelli's Bettini. "However, as important as individual efforts are, it is clear that collaboration - with government agencies, associations, advocacy groups - is the key to significantly reducing the number of road accidents globally."

With the launch of two high-technology smart tyre products - Connesso and Cyber Car - Pirelli is bringing tyre monitoring and accuracy of information to a new level and, as a consequence, ensuring optimum tyre performance. Both products are based on tyres with embedded sensors which monitor information, such as the tyre's pressure, temperature and wear, in real time. In the case of Connesso, the information is sent to driver's smart phone through a dedicated App, while in the case of Cyber Car it is sent directly to the cars' on board electronic systems.

According to UN data, an estimated 1.25 million people are killed every year in road accidents and up to 50 million more are injured which adds up to a cost of around \$1.85 trillion to the global economy. The United Nations Road Safety Trust Fund, which was established earlier this year, aims to accelerate progress in improving road safety by tapping new resources to stimulate effective action. It will focus on strengthening the capacity of governments, including local and city authorities to develop and implement road safety programmes with low and middle- income countries the priority. UNECE estimates that every \$1,500 contributed to the Road Safety Trust Fund could save one life, prevent ten serious injuries and leverage \$51,000 in road safety investment.

For Pirelli, road safety is a key pillar of sustainable development and among other things the company actively supports the two organizations which are among the most involved with road safety issues: the FIA (Federation Internationale de l'Automobile) and the WBCSD (World Business Council for Sustainable Development). Pirelli is a backer of FIA's ACTION FOR ROAD SAFETY campaign, both its high level advocacy and concrete on-the-ground projects, while with the WBCSD Pirelli is a participant in its Simplify Project for the development of sustainable and safe mobility in different cities all over the world.

About the United Nations Road Safety Trust Fund

Established in 2018, the United Nations Road Safety Trust Fund (UNRSTF) aims to contribute to two major outcomes, assisting UN Member states to (a) substantially curb the number of fatalities and injuries from road traffic crashes, as well as (b) reduce economic losses resulting from these crashes. Building on the best practices and expertise developed through the Decade of Action for Road Safety, the Trust Fund will focus on supporting concrete actions helping to achieve the road safety-related SDG targets. The first meeting of the Fund's Governance bodies, the Advisory Board and Steering Committee, took place on 9-10 August at the United Nations in Geneva. The Secretariat of the Fund is hosted by UNECE.

About Pirelli

Established in 1872, Pirelli is among the world's leading producers of tyres and suppliers of associated services. It is the only pure Consumer tyre Company with a distinctive positioning in High Value tyres, products made to achieve the highest levels in terms of performance, safety, silence and road grip and characterized by high level technological content and customization. With around 30,000 employees, 19 factories located in 13 countries, with more than 12,500 points of sale in over 160 countries, Pirelli had a turnover of more than 5.3 billion € in 2017. In 2017, Pirelli's investment in R&D was 6.5% of its revenues from high value products, which absorbed 90% of total R & D expenditure - one of the highest levels among the world's major tyre producers. The company's product range consists of innovative tyres for cars, motorcycles, and bicycles, and includes a growing portfolio of customized products such as Pirelli Connesso™ and Pirelli Color Edition. These product innovations harness the latest technology and research to offer greater performance and safety for all Pirelli's customers.

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