



## COMUNICATO STAMPA

### **PIRELLI DEVELOPS FIRST P ZERO TROFEO R FOR PAGANI, GRIP INCREASED BY UP TO 7%**

#### **MOST PERFORMANCE-FOCUSSED ROAD TYRE IN P ZERO RANGE IS DEVELOPED SPECIFICALLY FOR NEW ROADSTER BC**

*Milano, 13th August 2019* – It's a story that began with the P Zero and was then followed by the P Zero Corsa before introducing now the P Zero Trofeo R. For the first time, Pirelli has developed its most performance-focussed road tyre specifically for a new Pagani. The Huayra Roadster BC, which will make its debut in the next few days during Monterey Car Week in the United States, will adopt P Zero Trofeo R tyres as original equipment, which will be in charge of translating the monstrous performance of the new Pagani twin-turbo V12 six-litre engine into forward motion, with its 800 horsepower and 1050 Nm of torque. This is a car capable of more than 300kph that can generate in excess of 1.9g through corners, with peak lateral loads of 2.2g. Figures that perfectly illustrate the scale of the task entrusted to the Pirelli tyres.

#### **DEVELOPMENT LIKE FORMULA 1**

Over and above the actual technical characteristics of the tyres (265/30 R20 at the front, 355/25 R21 at the rear) to cope with the performance levels desired by Horacio Pagani for his latest hypercar, there was a brand new development path as well. For the first time, the two Italian firms got tyre development underway by using modelling and predictive simulation; a virtual pre-development process that allows a computer model to accurately replicate the dynamic characteristics of the car without the need to actually make real tyres for it. This means reduced lead times, greater harmony between objective data and subjective impressions behind the wheel, as well as an end product that is even more closely matched to the car that it is intended for. It's another step forwards for Pirelli's renowned 'Perfect Fit' strategy, thanks to the same simulation techniques used to develop P Zero tyres for Formula 1.

#### **A DEDICATED P ZERO TROFEO R**

The joint development process between engineers from Pirelli and Pagani began by establishing a new size for the front tyre, with wider channels, a bigger cord, and larger rims. This offers an increased contact patch, which has the added benefit of greater strength to support the extra aerodynamic downforce loads. The driving dynamics have also been improved, thanks to less sliding from a stiffer tyre structure. The Roadster BC consequently benefits from a sharper turn-in, with a more linear driving experience and less tendency towards understeer. Another advantage of the increased tyre size is better braking: the latest Pagani now manages to pull 2.2g under braking. The work on the new P Zero Trofeo R front also meant that the rear tyre had to be revised, to maintain the right balance between the two axles. Pirelli's engineers modified the tread pattern design –

laying it out differently and increasing the size of the blocks as well as the longitudinal grooves – which has resulted in better traction under acceleration: a like-for-like improvement of 7%.

### **A DECADE-LONG PARTNERSHIP**

“We’re proud to celebrate more than 10 years of mutual respect and partnership with Pirelli, in a shared mission for constant improvement,” said Horacio Pagani, the Founder and Chief Designer of Pagani Automobili. “One of the objectives that we set ourselves for the new P Zero Trofeo R was definitely for it to provide a good feel through the steering wheel; as if your hands were gripping the road. The know-how and ability of Pirelli’s engineers have made this a really communicative tyre, which lets you know exactly when you are approaching the limit of adhesion.”

Marco Tronchetti Provera, Pirelli’s Chief Executive Officer and Vice Chairman, added: “Horacio Pagani always sets us some great challenges. Every time we work together, we find ourselves facing exciting new limits to overcome. This is an amazing inspiration, which allows us to carry out research and development with an extraordinary partner. Pirelli has innovation and the constant desire to improve at the very heart of its DNA, which is why we consistently look for technological excellence in each product. Every project with Pagani always brings us something new.”

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