



PRESS RELEASE

PIRELLI PRESENTS P ZERO™ RACE TLR AND P ZERO™ RACE TLR SL THE WORLD TOUR READY TUBELESS ROAD TYRE THAT'S THE MOST LIGHTWEIGHT AND PERFORMING OF THE ENTIRE PIRELLI RANGE

Pirelli launches its tubeless tyre dedicated to maximum performance and professional competitions. It is the spearhead of its range of tyres dedicated to road racing bikes. Two models are available: the all-around TLR and the slicker SL version. Developed with the teams of the current female and male road racing world champions, the new tubeless tyres will be immediately available on the market.

Milan, Italy, 27 July 2020 - Pirelli presents P ZERO™ Race TLR and P ZERO™ Race TLR SL, tubeless-ready road tyres that represent the spearhead of its line of tyres dedicated to professional road racing and high-performance cycling.

Returning to the world of pedal-powered two-wheels from June 2017, today Pirelli is one of the leading players in the sector of high-end racing bike tyres. Three years after the launch of its first clincher, the P ZERO Velo clincher, Pirelli completes its range with P ZERO Race TLR and P ZERO Race TLR SL, tubeless-ready road tyres that are immediately positioned at the top of its line.

Developed in collaboration with two World Tour teams, the Mitchelton-SCOTT of the reigning RR world champion Annemiek van Vleuten and the Trek-Segafredo of the reigning RR world champion Mads Pedersen and of Vincenzo Nibali, the new P ZERO Race TLR tyres can call themselves World Tour Ready tyres. Already in 2020, their official debut is expected in the races of the UCI top division.

Three years of study and engineering and over two years of road tests have led to the two new tubeless-ready P ZEROS.

- P ZERO Race TLR is an all-around tyre, ideal in competition as well as in training. It's almost a four-season tyre, with a TLR casing reinforced by Pirelli TechWALL+ technology. It offers excellent grip, high smoothness and, above all, great puncture protection, at a low weight. The whole is seasoned with the typical, unique, easy handling of the tubeless tyres.
- P ZERO Race TLR SL is dedicated to lovers of pure performance, those for whom the road is always a ribbon, fast and super smooth, where even fractions of a second count. It is designed to offer the key advantages of tubeless technology, from grip to smoothness, emphasizing speed and handling at the highest levels. It is the lightest and most performing tyre ever produced by Pirelli in its range dedicated to cycling.

SmartEVO: THE MOST ADVANCED COMPOUND

Pirelli's new tubeless-ready tyres were made with SmartEVO, an innovative compound that's an evolution of the original SmartNET. The knowledge and expertise of the company in the production of ultra-high-performance compounds for racing tyres is a recognized asset, which also makes use of over 110 years of sporting wins. SmartEVO is therefore the latest creation of Pirelli chemists and uses three different polymers, each of which provides specific performance, ensuring a perfect balance of opposite characteristics. SmartEVO offers extremely balanced behaviors: the new ternary blend of latest generation polymers guarantees "intelligent" performance, resulting in better grip on dry and wet surfaces, very low rolling resistance and superior comfort.

ONE RUBBER, MANY RIMS

Pirelli's new TLR road tyres have been designed and tested on a wide range of rims available on the market. The scale of measures therefore takes into account modern rims, according to the latest ETRTO standards and provides the recommended pressures also according to the internal width of the channel on which the tyres are mounted. This level of detail is essential to ensure optimal performance on the variety of wheels offered on the market today and for an even wider and more organic type of use in the panorama of modern cycling. The technical insight that Pirelli provides in combination with the new tyres goes down to the smallest detail, which has rarely been seen on the market, confirming the undisputed expertise of the company in the cycling sector, its attention to consumer needs and to the most recent market trends. Pirelli fans will find the information on recommended pressures, wheel combinations, riding style, seasonality and much more, directly printed on the packaging of the new TLR tyres: the packaging, in accordance with Pirelli values and the company global leadership in sustainability, is made of 100% recyclable cardboard.

The new P ZERO™ RACE TLR and P ZERO™ RACE TLR SL are supplied in the following sizes:

P ZERO™ Race TLR 700x24C
P ZERO™ Race TLR 700x26C
P ZERO™ Race TLR 700x28C
P ZERO™ Race TLR 700x30C
P ZERO™ Race TLR SL 700x24C
P ZERO™ Race TLR SL 700x26C
P ZERO™ Race TLR SL 700x28C

Pirelli's tubeless-ready road tyres will be available in the best cycling shops and online, in the EMEA, NAFTA and APAC markets, starting from 28 July 2020.

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