



PRESS RELEASE

PIRELLI CONFIRMS THE VICTORIOUS PARTNERSHIP WITH MITCHELTON-SCOTT

THE AUSTRALIAN WORLD TOUR TEAM WILL BE TESTING THE NEW TUBELESS TYRES, IN COLLABORATION WITH PIRELLI R&D

Pirelli announces the renewal of the partnership and first seasonal victory for the World Tour team Mitchelton-SCOTT, with Adam Yates at the UAE Tour. The team, which officially rides on P ZERO™ Velo tubulars, is testing the brand-new Pirelli tubeless tyres too. The next appointment: the demanding Strade Bianche race.

Milan, Italy, March 3, 2020 - Pirelli continues its race on the competitive cycling route and after the recent partnership with the Trek-Segafredo team, the company reconfirms the agreement with the Australian World Tour team Mitchelton-SCOTT, both for the male team and for the female roster.

The announcement coincides with Adam Yates' victory at the UAE Tour, the team's first result of the season in a stage race, with Annemiek Van Vleuten's victory at Omloop Het Nieuwsblad, and after a successful 2019. The team's last season closed with three medals at the recent Cycling World Championships in Yorkshire: gold for Annemiek Van Vleuten, silver for Matteo Trentin and bronze for Amanda Spratt.

TECHNOLOGICAL COLLABORATION

The one between Pirelli and Mitchelton-SCOTT is a technological partnership and a joint agreement. The first result of this performance testing and validation process was the P ZERO™ Velo Tubular tyre. Today, thanks to the joint work of the Pirelli engineers and the team, fans from all over the world can buy the tyres that helped Annemiek Van Vleuten win a gold medal.

The renewal of the partnership confirms that the team will run again on Pirelli tubular tyres for 2020. The P ZERO™ Velo Tubular, born to face the most demanding conditions of the World Tour races, has proven to be premium rubber on all surfaces and in any specialty; it offers top performance in terms of confidence and driving control in extreme conditions. The team, together with Pirelli technicians, is now working on further performance improvements as well as on the final tuning of the new P ZERO™ Velo tubeless. Tubeless tyres have undoubted improvement performances compared to traditional tubulars, and for Pirelli, represent an innovation that is not only technical but also a change of paradigm.

THE NEXT CHALLENGES

The Australian team, which is currently at the top of the UCI World Tour ranking, has been racing with Pirelli since 2018, just a few months after the brand launched in cycling, which took place in June 2017. Pirelli's return to the bicycle world was a natural step for the company, which boasts over 110 years of sports history alongside athletes and teams in the maximum circuits. The bicycle, the sustainable medium par excellence, marries the values of Pirelli, the world leader in sustainability.

The next appointment for Pirelli and Mitchelton-SCOTT will be the Strade Bianche, the demanding Tuscan race taking place on 7 March. The 2019 edition won, for the women, by Annemiek Van Vleuten, saw the Mitchelton-SCOTT team finish the race without punctures.

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