



PRESS RELEASE

PIRELLI ILLUMINATES CHRIST THE REDEEMER OF CORCOVADO WITH THE TRICOLORE IN HONOUR OF ITALY

IN THE PRESENCE OF ITALIAN PRIME MINISTER MATTEO RENZI

Rio de Janeiro, 3 August 2016 – Pirelli, in occasion of the visit of Italian Prime Minister Matteo Renzi, and in collaboration with the Archdiocese of Rio de Janeiro, celebrated the strong bond that connects Brazil and Italy by illuminating with the Italian tricolore the monument of Christ the Redeemer of Corcovado.

Prime Minister Matteo Renzi began the event activating the green, white and red lights of Brazil's most famous monument, in the presence of Archbishop of Rio de Janeiro, Cardinal Orani Tempesta; Italian Ambassador to Brazil, Antonio Bernardini; Consulate General of Italy in Rio de Janeiro, Riccardo Battista; Executive Vice Chairman and CEO of Pirelli, Marco Tronchetti Provera; Executive Chairman of Pirelli in Latin America, Paolo Dal Pino and the President of CONI, Giovanni Malagò.

Pirelli, present in Brazil for 87 years and market leader, provides the preservation and maintenance of Christ the Redeemer of Corcovado, as well as the social projects related to the monument since 2014. After financing the restoration of the monument two years ago, due to damages caused by lightning strikes, this year, Pirelli reaffirms its relationship to Brazil and the city of Rio de Janeiro by joining in the safety project related to the area where Christ the Redeemer stands and assures its contribution to the monuments constant maintenance.

Among the projects is www.bracosabertos.com, the digital platform launched recently by Pirelli and the Archdiocese of Rio de Janeiro with the objective of valorizing and sharing the innumerable gestures, projects and actions of goodwill spontaneously done by Brazilians for their community. Through the website stories of individual Brazilians who have dedicated themselves to others can be heard, through videos and narratives. It also shared the incredible panorama of Rio de Janeiro seen from atop mount Corcovado. A window accessible via smartphone or computer from anywhere in the world. For the first time, thanks to Pirelli, the experience includes an exclusive virtual tour within the monument, 360° views of the city and a 24 hour time-lapse of the landscape.

For photos, videos and more content visit: www.pirelli.com

**

Pirelli Press Office Tel. +39 02 6442 4270 – Pirelli.pressoffice@pirelli.com