



PRESS RELEASE

PIRELLI TO SPONSOR EMIRATES TEAM NEW ZEALAND FOR THE 35th EDITION OF THE AMERICA'S CUP IN 2017

Milan, May 15, 2017. Pirelli and the Emirates **Team** New Zealand announce that they have signed a partnership agreement for the 2017 America's Cup 2017. Pirelli will be the official sponsor of the **2**-time winner of the world's **premier** sailing competition, which this year will take place from May 26 to June 26 in Bermuda.

The Pirelli logo will feature on the boat and its **rudders**, which for the occasion will become a metaphor for the tyre. Just as the tyre, in fact, ensures a vehicle's performance and control, so does the **rudder** guarantee the mastery of the vessel. Taking part on this sporting challenge underlines the link between Pirelli, which sponsors 350 motor championships in the world, including F1, and racing, be it on the track, road or sea.

"The sponsorship of the Emirates New Zealand team – says **Marco Tronchetti Provera**, Pirelli CEO and executive Vice President - adds to the already rich portfolio of high profile sporting collaborations which Pirelli, the leader in the Prestige segment, has and which has grown ever richer in recent months, even beyond motor competitions, with the goal of strengthening the brand's positioning at the high end of the market".

Pirelli is also a sponsor of the Ski World Championships, those of Hockey which are now under way and in cycling of the Giro d'Italia, sporting disciplines in addition to the 20-year commitment to soccer alongside Internazionale di Milano and the recent collaboration with the Dodgers of Los Angeles in the National Baseball League.

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