



Press release

PIRELLI CELEBRATES 2000 HOMOLOGATIONS AT THE 2015 FRANKFURT SHOW

BESPOKE P ZERO CORSA TYRES FOR THE NEW ALFA ROMEO GIULIA

CINTURATO P7 FOR THE AUDI A4

Frankfurt, September 15, 2015 – Pirelli has chosen the Frankfurt Motor Show to celebrate a landmark 2000 homologations of its premium products. In the first half of 2015 alone, the Italian firm added 200 new homologations to its line-up, including those for some of the most important cars seen at the Frankfurt Motor Show this year, also known as the International Automobil-Ausstellung, or IAA.

These include a number of cars in the Prestige sector, where Pirelli is market leader, such as the new Bentley Bentayga. In the Premium sector, Pirelli equips models including the Mercedes GLC, BMW X1, BMW 7 Series and Jaguar F-Pace. These important homologations have allowed Pirelli to increase its original equipment leadership at the top end of the market.

A particular mention goes to the homologation obtained for the new Alfa Romeo Quadrifoglio Verde. Pirelli was a key development partner for Alfa Romeo's new flagship, making its debut at a motor show in Frankfurt.

In total, there were 10 months of development at Pirelli's Vizzola proving ground and the test track at Balocco owned by the Fiat Group, with the aim of making tyres specifically suited to the Quadrifoglio Verde. These tyres can be distinguished by an 'AR' marking on the shoulder. The tyres created by Pirelli's engineers for Alfa Romeo's latest model will be available in 245/35ZR19 and 285/30ZR19 sizes, enhancing the new car's sporting credentials.

Thanks to an asymmetric tread pattern design, Pirelli has been able to optimise the car's driveability at both low and high speeds. The development work then concentrated on the rear, where the focus was on providing a high level of grip and traction in all driving conditions, both in the wet and in the dry.

There are bespoke tyres for the two new Audis presented in Frankfurt as well: the A4 and A4 Avant. These latest generation saloon and estate cars from the German manufacturer will also wear Pirelli tyres, according to the season.

For summer, the cars will be equipped with the Cinturato P7, or the versatile Cinturato P7 ALL SEASON; for winter there is the Sottozero Serie III. Once again, these tyres have been especially created for the new car, distinguished by an 'AO' marking on the sidewall – which stands for 'Audi Original'.
