



Pirelli HangarBicocca

PRESS RELEASE

**PIRELLI ALONGSIDE GOVERNMENT AMBASSADORS TO PROMOTE 'MADE IN ITALY'
ALL OVER THE WORLD**

**ITALY'S FOREIGN MINISTER ANGELINO ALFANO CLOSES THE XII AMBASSADORS' CONFERENCE
AT PIRELLI'S HANGARBICOCCA**

NEW 'ITALIAN TRICOLOUR' COLOURED TYRES PRESENTED, FOR CARS ON THE DIPLOMATIC FLEET

Milan, July 27, 2017 - Pirelli, one of the symbols of Italian industrial excellence, is set to make the famous Italian Tricolour travel all over the world. The Pirelli Colour Edition, a tyre with a coloured sidewall recently launched by the Italian firm, will be produced in a limited edition run with the colours of the Italian flag, to be used on Italian diplomatic cars in France, Germany, the United Kingdom, Switzerland, Japan, China, Russia, the United States, the United Arab Emirates and Saudi Arabia. The very first Maserati Quattroporte running on green, white and red P Zero tyres was shown today by Marco Tronchetti Provera, CEO and Vice Chairman of Pirelli, in the presence of Italian Foreign Minister Angelino Alfano, after the final session of the four-day XII Ambassadors' Conference, hosted in the Pirelli HangarBicocca, Pirelli's space dedicated to contemporary art. The Milanese leg of the Conference, which began in the morning at Assolombarda presided by Chairman Carlo Bonomi and Vice President of the Lombardy Region Fabrizio Sala, was the occasion for the presentation of the first set of Tricolor Pirelli tyres to the Italian diplomatic corps.

At the Pirelli HangarBicocca, Italian ambassadors met with selected Italian businessmen to talk about worldwide promotion of 'Made in Italy' products. Foreign Minister Alfano said: "Businesses are increasingly demanding more services to internationalise themselves, and so economic diplomacy is a strategic priority of my ministry mandate. We've got several plans in place, having launched the 'ministry meets business' initiative that has taken me to many different Italian cities in the north and south of the country. We're currently engaged in the 'Made in Italy' plan, with more than 300 million euros earmarked to help the internationalisation of Italian businesses, and we've also created a specific promotion programme within our country – from language to design, technology to art, cuisine to archaeology – intended to champion and defend the 'Italy' brand all over the world: which we've called 'living the Italian way'. The results are clear: exports have reached record levels and the support from the diplomatic and consular network to our businesses equate to one per cent of the gross domestic product."

Pirelli's CEO and Vice Chairman Marco Tronchetti Provera added: "The international outlook that has characterised Pirelli ever since the company was first founded has now turned it into a global business that represents Italy all over the world, through its industrial presence, its products and the reputation of the brand. It's been a development path that has always involved Italy's diplomatic service, which has shown consistent and determined effort to globalise our enterprises. So, I feel extremely honoured to host Foreign Minister Angelino Alfano as well as all our ambassadors, and, as Pirelli, to be able to work alongside them to put the spotlight on the creativity of Italian business throughout the world using our colours."

Pirelli's Color Edition tyres were presented at the latest Geneva Motor Show earlier this year. They represent the final frontier of the 'perfect fit' strategy, followed by Pirelli to respond as best as possible to the increasing requirement for personalisation: both from car constructors as well as everyday drivers.