



PRESS RELEASE

**PIRELLI TYRE: 10 PER CENT PRICE INCREASE IN MIDDLE EAST AND AFRICA
MARKETS FOR CAR, MOTORCYCLE AND TRUCK TYRES**

Milan, 6 November 2009 – Pirelli, following growth of raw materials and energy costs, announces a 10% price increase for all car, motorcycle and truck product lines in Middle Eastern and African markets. The price increase will take effect in the various markets starting in mid November 2009.

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