



**PRESS RELEASE**

**PIRELLI TO RAISE PRICES FOR ENTIRE TYRE RANGE**

***Effective March 1<sup>st</sup>: +3% for Car, Suv and Moto, +7% for Industrial vehicles***

*Milan, 19 January 2011* – Pirelli announces an increase of prices in all European, Middle East, African and Asia-Pacific markets for its entire range of tyres, as a consequence of the increased prices of key primary materials, in particular natural rubber.

The price increases, which will take effect on March 1<sup>st</sup>, will be of 3% for Car, SUV and Moto tyres, and 7% for both heavy and light industrial tyres.

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