



## **PIRELLI INSTITUTIONAL SPONSOR OF THE RUSSIA FOOTBALL CUP 2011-2012**

**The tournament, which is open to all teams of all categories, will be called  
The Pirelli Russia Cup**

*Milan, 16 July 2011* - Pirelli will be the institutional sponsor of the Russia Football Cup 2011-2012, the tournament that will see all teams of all categories of the Russian Soccer Union square off, from the premier league to non-professional clubs.

The tournament, the winner of which will have the right to play in the European UEFA league, will be officially called the Pirelli-Russian Football Cup and is sure to be one of the Federation's most popular sporting events.

Pirelli chose to sponsor the Russia Cup to consolidate its brand awareness in a rapidly growing market. Russia, where Pirelli has been present since 1985, represents one of the areas in which the group's growth strategy is focussed and where the the group aims to have a direct industrial presence.

The sponsorship of the Russia Cup strengthens Pirelli's presence in sport. The group, which is the main sponsor of Internazionale Milano, is currently the sole supplier of tyres for Formula One racing for the years 2011 to 2013 and the World Superbike Championship, as well as over 60 other motorsport competitions in the world.

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