



## P ZERO SILVER, FROM THE TRACK TO THE ROAD

Pirelli's P Zero Silver is the first Ultra High Performance tyre derived from Formula One. Developed to respond to the ever more differentiated needs of the premium segment, P Zero Silver transfers to all drivers some of the innovations introduced by Pirelli in the process of development and production of Formula One tyres, broadening the P Zero high-end line. P Zero Silver, which sits alongside the P Zero and broadens its applications, will be on the market in a limited edition in the spring of 2012.

P Zero Silver shares with the tyres of Formula One, above all, the process of calculation and modeling, that is the phase in which the tyre is conceived and developed with the aid of sophisticated mathematical models which enable the prediction of performance and reactions in all conditions. This process has allowed Pirelli to develop in only a few months the Formula One tyres for all 20 circuits of the championship and for all possible atmospheric conditions, reproducing in the laboratory real conditions of usage. Applying this method to the new P Zero Silver road tyre, the Pirelli researchers have been able to develop a tyre which is able to respond to the demands of cars which, for their coupés and sports sedans, require top level performance even after long journeys.

With the tyres of Formula One, P Zero Silver also has in common the technology used to develop and produce compounds and the process of construction. In particular, the new tyre will be produced with the evolution of MIRS technology, the robotized system developed by Pirelli to ensure the maximum quality and precision in construction. The entire production cycle of the P Zero Silver will take place in the Settimo Torinese technology and industrial hub, where all the compounds for Formula One are produced.

The name P Zero Silver in Formula One indicates the tyre with hard compounds which associates durability and high yield. Similarly, the P Zero Silver road tyre, thanks to an innovative solution that brings together the characteristics of the harder compounds with those of the softer ones, offers at the same time high performance, safety, and greater durability, which confirms Pirelli's place in the avant-garde of product innovation. In particular, P Zero Silver guarantees precision when entering a curve and braking distances typical of the P Zero line and greater durability compared with other tyres of the same category. P Zero Silver gives, in fact, an important contribution to the environment: structures, compounds and tread design have been planned to reduce rolling resistance, with benefits both in terms of lower fuel consumption and lower harmful emissions.