



## PIRELLI: 10 YEARS OF SUCCESS FOR THE DIABLO RANGE

Ever since the 70s, the story of Pirelli high-performance racing tyres has been marked by evocative names from the world of comics such as Mandrake, Gordon and Phantom, these being followed by the fantasy-based Demon and Dragon. In 2002 this tradition continued with another highly successful product, **Diablo**, with which Pirelli completely reinvented the concept of road tyres with a totally new design. From that moment on, Diablo became a real brand, being enhanced year by year with the technological innovation and expertise that Pirelli has gained in the World Superbike Championship to which it has been sole supplier since 2004.

Over these 10 years, the Diablo range has developed generation after generation, offering products whose use extends from the simple on-the-road environment right through to professional racing. The figures revolving around these 10 years of success for the Diablo range speak volumes: **number of tyres sold exceeds 5 million**, Diablo tyres raced on by **more than 60,000** amateur and professional **riders** and **more than 800 compound recipes** offered by Pirelli to riders competing in the **World Superbike Championship**.

### THE STEPS TO SUCCESS

#### The birth of a legend

**2002** witnessed the introduction of Diablo, a tyre designed for road use and successful founding member of the Diablo range whose superior performance and distinctive tread pattern immediately made it a firm favourite amongst sports-oriented motorcyclists. In 2003, a “meaner version” of the Diablo was unveiled, the **Diablo Corsa**, a dual-compound tyre for the most exacting motorcyclists who use their bike on both track and highway.

#### From track to road

In **2004** Pirelli became sole supplier to the **World Superbike Championship** and as a result by 2005 it was ready to launch the **Diablo Superbike** designed exclusively for professional track riders. **2007** was the turn of the first-generation Diablo **Supercorsa SC**, this being followed in **2008** by the **Diablo Supercorsa SP** race replica version intended for road use by the most demanding riders. The introduction of the Diablo Supercorsa saw Pirelli make available to its customers for the first time all of the winning know-how and technology used in the World Superbike and Supersport Championships, giving rise to the popular slogan: **“We sell what we race, we race what we sell”**.

#### The Rosso Generation

In **2008** the original Diablo was replaced by the **Diablo Rosso** that was later joined in 2010 by its alter ego the **Diablo Rosso Corsa** for mixed road and track use. In 2011 the Diablo Rosso was replaced by the **Diablo Rosso II**, the perfect successor to the Diablo Rosso from which it inherits its sporting characteristics whilst raising the bar still higher as far as versatility, performance in the wet and even wear are concerned. The Rosso Generation range of high-quality radial tyres employs state-of-the art technology based on the know-how Pirelli has acquired in the WSBK championship, such as EPT (Enhanced Patch Technology) that increases overall grip in the dry, guaranteeing an optimum contact patch at all lean angles, as well as a distinctive design characterised by the grooves and other striking features such as identifying marks on the sidewalls and shoulders and the option of **customising the tyre with exclusive stickers**.

#### Diablo Supercorsa: the legend continues

In 2011 the Diablo range celebrated a decade of history and success by introducing the new Diablo Supercorsa in both SC (special compound) and SP (sport production) race replica versions, the latter being designed for riders who love to use their bike with a sporty riding style on the road, whilst having fun on the track.

### **The future is just around the corner**

Pirelli is looking towards the future: in 2013 it will be ready for an important change to WSBK regulations. Indeed, starting with the **2013 World Superbike Championship 2013**, Pirelli is to replace with **17"** tyres, the current **16.5" Diablo Superbike** tyres, the size that has always been used up until now. This choice will enable Pirelli to continue to remain faithful to its philosophy of making the solutions developed for the racing world available to the everyday motorcyclist who will thus be offered products for road use whose technology and development come directly from the most important world championship for standard production motorcycles.

The 17" slick is the optimal solution for those seeking top performance without the need for modification, offering a thicker tread than the 16.5" fitment for improved handling and more consistent performance, a 10% larger contact patch also due to the higher profile and a casing capable of withstanding greater side force, characteristics that will surely prove of great benefit to motorcyclists the world over and continue to enhance the reputation of the Diablo generation.

Further details about the Pirelli range of Diablo tyres can be found at our website [www.pirelli.com](http://www.pirelli.com) and on Facebook [www.facebook.com/pirelli](http://www.facebook.com/pirelli)