

P ZERO THE HERO

PIRELLI LAUNCHES A NEW TIRE FOR SUPERCARS

Making its worldwide premiere on the track in Dubai, with a brand new tread pattern, futuristic compounds and an innovative structure, a new product, the fruit of 24 months of development and testing, protected by five patents, is "P ZERO THE HERO" from Pirelli. This new ultra-high-performance tire was developed for the hottest and most extreme supercars and directly derived from experience Pirelli has accumulated in a hundred years of competition (2007 marks Pirelli's motor sport centenary). ■ P Zero the Hero is protected by five exclusive patents. The brand new tread pattern, futuristic compounds and innovative structure are already making P Zero the Hero the tire chosen by the manufacturers of the most sporting and extreme cars. ■ The new P Zero has obtained 15 homologations for use as original equipment on the most recent and most prestigious supercars. It is already being fitted to the Ferrari 599 GTB Fiorano, Lamborghini Murcielago and Gallardo, Audi R8 and S8, Aston Martin DB9, Maserati Quattroporte, Jaguar XK, Mercedes AMG, and will shortly appear on the Alfa Romeo 8C Competizione and the hottest Porsche and BMW models. ■ The principal feature of P Zero the Hero is that it guarantees optimum performance in wet or dry conditions throughout the lifetime of the tire, while combining sports handling with comfort, with special nano-composites in the compounds of the tread and bead that guarantee a comfortable ride with sports performance. Thanks specifically to the tread compound, optimum performance is even provided during the first few kilometers when the tire is still cold. The innovative tread pattern also permits the highest standards of grip in wet conditions and enhanced acoustic comfort, while the asymmetric profile ensures even wear with a consistent footprint at all speeds. ■ P Zero the Hero has been designed with respect for the environment, using compounds that contain no aromatic oils, anticipating by three full years the European directive regulating this issue. ■ Thanks to the Hy.Co (Hybrid Cord) system, the carcass allows deformation of the tire profile to be controlled through to the highest speeds (230mph), increasing durability of the tire, not simply in terms of outright mileage, but in the consistency of performance throughout its life. ■ Together with P Zero comes the return of the Pirelli Wheel. Pirelli is aiming to respond to the demands of the most sophisticated motorists, interested in both performance and styling, by reintroducing the Pirelli Wheel. Manufactured in ultralightweight aluminum alloy, the Pirelli 5P wheel features five spokes reproducing the company's elongated P logo. The new Pirelli Wheel, produced in collaboration with Antera, a market leader in its sector, will also be available fitted with P Zero.


