



PRESS RELEASE

PIRELLI COMPLETES THE RENEWALL OF THE P ZERO FAMILY WITH NEW FOUR-SEASON TYRE P ZERO RACE 4S

The new tyre takes up the prestigious legacy of its predecessor, P ZERO Velo 4S, which has been acclaimed and awarded as one of the highest performing allrounders on the market.

P ZERO RACE 4S raises the level of performance in cold climates as well as in the hottest summers, offering durability, smoothness and grip whilst being still oriented to maximum performance.

Milan, Italy, March 18, 2022 - The four-season version of the P ZERO clincher hits the market. Pirelli launches P ZERO Race 4S, a clincher tyre with all-round performance, dedicated to road bikes.

P ZERO Race 4S already set a significant record: it is the first 100% Made in Italy product by Pirelli, since the company returned to the cycling field in 2017. P ZERO Race 4S is made in the renovated Bollate plant, 10 km from the Milan Bicocca headquarters. Inaugurated in 1963 to produce car tyres, the plant has been converted to house the new high-tech production line dedicated to Pirelli Cycling's high-performance models and is currently undergoing both aesthetic and functional renovation.

P ZERO Race 4S takes up a prestigious inheritance, that of its predecessor P ZERO Velo 4S, appreciated and awarded for its excellent all-round characteristics, particularly enhanced in cold weather conditions, and providing the performance of a racing tyre.

Pirelli's engineers have therefore started from an already excellent product, to further improve it, working to increase durability, smoothness, and reliability. The new P ZERO Race 4S confirms its performance in winter conditions but increases it in terms of durability, and even more so in summer, compared to its predecessor.

A FOUR-SEASON TYRE WITH RACING FEELING

Like the P ZERO Race and Race SL, the other tyres in the P ZERO Race family, the Race 4S tyre employs the new SmartEVO proprietary compound, which is characterised by a ternary blend of polymers with "intelligent" behaviour, designed to provide high levels of performance in terms of grip, conditions of use, rolling resistance and reactivity of the tyre even in colder climates.

Drawing on more than a century of Pirelli's experience in making high-performance tyres, the Milanese company's team of engineers has enhanced the compound's special qualities by orienting them towards specific four-season use, thanks to meticulous design work on the tread pattern.



The angles, depth, number, and distance of Pirelli's typical "flash" sipes have been optimised to improve grip on slippery and uneven surfaces.

The new Race 4S, like all the other tyres in the P ZERO Race family, also features a casing adapted to the new wider rim standards. As a result, each size has a wider tread than the corresponding P ZERO Velo 4S due to its construction and the consequent dimensional adaptation: a wider and shorter footprint, to the benefit of smoothness, puncture protection and cornering control.

The new P ZERO Race 4S is the perfect choice for those who want a four-season performance tyre that offers a "racing" feeling all year round, whether racing or training. This is precisely why it is the choice of the World Tour teams with whom Pirelli is a partner. UAE Team Emirates, TREK-Segafredo and AG2R Citroën put the new tyres through their paces during the recent winter training camps, completing the work of refining product specifications for racing that is part of the Pirelli way of working.

As will be the case for every Pirelli Cycling product that leaves the Bollate factory, every P ZERO Race 4S undergoes rigorous quality control and is equipped with a barcode, which references the batch and production period, as well as providing useful data for tracking every single piece produced.

The P ZERO Race 4S is already available on the market, in a clincher version, in sizes 26-622 and 28-622, at the recommended price of € 69,90
It will see wider sizes and a TLR version later in the season.

Its features are further enhanced when paired with Pirelli's lightweight and durable SmarTUBE TPU inner tubes, resulting in an ideal set-up.

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Vitamina C PR Office

Claudia Vianino / Arianna Busin / Diletta Borchia Souren – press@vitaminac.net - T.+39 011 2388439

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Pirelli Press Office

Tel. +39 02 6442 4270 – pressoffice@pirelli.com – www.pirelli.com