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PRESS RELEASE

**THE NEW PIRELLI SCORPION WINTER IS LAUNCHED IN THE SNOW OF
RUSSIA**

A TYRE FOR SUV FANS WHO ENJOY SPORTY DRIVING

**THE LATEST ARRIVAL FROM THE SCORPION FAMILY MINIMISES
BRAKING DISTANCES WHILE IMPROVING TRACTION AND HANDLING**

**THE SCORPION WINTER WAS DEVELOPED IN COLLABORATION WITH
LEADING CAR MANUFACTURERS FOR THE MOST POWERFUL
LATEST-GENERATION SUVs AND CROSS-OVER VEHICLES**

**PIRELLI'S COMPETITION EXPERIENCE HAS BEEN PUT TO GOOD USE IN
THE DESIGN, MATERIALS AND PRODUCTION PROCESSES FOR THE
NEW TYRE, WHICH IS LAUNCHED IN ST PETERSBURG**

**THE SCORPION WINTER TYRE REINFORCES PIRELLI IN THE COLD-
WEATHER TYRE SECTOR AND CONSOLIDATES THE ITALIAN FIRM'S
PREMIUM STRATEGY**

St Petersburg, 16 March 2012 - Pirelli's Scorpion Winter tyre, for high-performance SUVs and crossover vehicles, guarantees improved safety under braking and while cornering on even the most treacherous surfaces, typical of autumn and winter. The new tyre has been developed by Pirelli's engineers to give drivers of the largest and most powerful vehicles around **total control of their cars in every situation, enjoying the same standards of safety, comfort, reliability and handling that were previously the exclusive preserve of sports cars.** Scorpion Winter is designed to be used in autumn and winter, both in central and southern Europe. The latest arrival in the Scorpion family minimises braking distances in all weather conditions and maximises traction on snow, in order to ensure driving precision.

DEVELOPED IN CLOSE COLLABORATION WITH CAR MANUFACTURERS. The Scorpion Winter draws on Pirelli's experience in Formula One*, with innovative solutions when it comes to design and materials, as well as a fully integrated production process. **This makes it the winter tyre of choice for some of the leading SUV and crossover vehicle manufacturers such as AMG, Audi, BMW, Land Rover, Mercedes, Porsche, Volkswagen and Volvo.** As is the case with all of Pirelli's other premium products, the Scorpion Winter has been developed in close collaboration with well-known manufacturers: in particular Porsche and Volkswagen, who have shared information and technology to best respond to the complex needs of their range-topping vehicles. **Scorpion Winter works together with all the most recent traction control and ABS systems that are fitted to the latest-generation SUVs and crossover vehicles.**

THE SCORPION RANGE, THE COMPLETE SOLUTION FOR SUVs AND CROSSOVERS. Scorpion Winter, which is also available in run-flat version, will be introduced to the European market in autumn 2012. It follows the natural evolution of SUVs, which over the years have transformed themselves from functional workhorses into multi-purpose vehicles, while their drivers have become ever more aware of safety and sustainable mobility. In particular, the precise grip and turn-in offered by the Scorpion Winter tyre answers the principal requirement that drivers demand: maximum control through downhill bends on every surface and in all weather conditions.

This new winter tyre completes and innovates the range of Scorpion tyres dedicated to SUVs and cross-over vehicles, sitting alongside the Scorpion Verde: the first high-performance ecological tyre developed specifically for this sector.

THE PIRELLI FAMILY OF WINTER TYRES. The new Pirelli Scorpion Winter tyre was presented at the Igora Park snowdome, around 80 kilometres from St Petersburg in Russia. There, the tyre was put through its paces in a series of dynamic tests designed to highlight its performance, roadholding and safety. **Scorpion Winter expands on and highlights the technology behind Pirelli's entire cold weather tyre range, with another new product launched in St Petersburg at the same time: the latest Carving Edge tyre, a studded tyre for Nordic countries, Canada and Russia.**

Scorpion Winter and Carving Edge represent the most recent innovations in a Pirelli range that is becoming increasingly more customised, reinforcing the Italian firm's position in all the key global markets for cold weather tyres.

Pirelli's latest winter tyre has been developed to deliver maximum performance on every surface and all weather conditions, including snow, rain and frost as well as dry asphalt – both in built-up and rural areas.

SCORPION WINTER IN NUMBERS. These are the key performance indicators of safety offered by the Scorpion Winter: improved handling, especially on snow, thanks to traction, braking and cornering characteristics that are considerably improved compared with the other most effective tyres in the class.

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| Braking distances on snow (50-0 kph) | -10% |
| Traction on snow (10-40 kph) | +9% |
| Braking distances in the wet (80-0 kph) | -2.5 metres |
| Braking distances in the dry (100-0 kph) | -1.7 metres |

Many other benefits go hand in hand with these attributes, which SUV drivers will particularly appreciate. Reduced rolling resistance leads to lower fuel consumption, less internal and external noise, as well as a longer tyre life. **The low rolling resistance of the Scorpion Winter saves 4% in fuel consumption while the external noise is three decibels quieter than the previous generation tyre.**

The development of the Scorpion Winter took place over three years and was the result of 300,000 kilometres of testing, on circuits and normal roads in Oceania and Europe, with temperatures that ranged from -32 degrees centigrade at Arctic Falls in Sweden to +8 degrees at Idiada in Spain. The new tyre was also refined through several hundred hours of virtual simulation with some of the most sophisticated modelling in the world, as used in Formula One*.

Scorpion Winter will be sold in a variety of sizes from 16 to 21 inches and will already be available in 28 different sizes from next autumn.

STATE OF THE ART TECHNOLOGY AND INNOVATIVE MATERIALS. The all-round performance offered by **the Scorpion Winter has been achieved thanks to the use of innovative technology and ground-breaking production and quality control processes installed in Pirelli's factories in Great Britain and Romania.** A number of the Scorpion Winter sizes will be produced using the MIRS process (Modular Integrated Robotized system): a unique robotised production platform that was designed and developed by Pirelli.

There are three areas in which Pirelli's engineers have worked in order to optimise the performance of the new winter tyre. Firstly, the design of the tread pattern, which improves grip thanks to its V-shaped grooves, maximising traction as well as the dispersal of snow and water. Secondly, the compound, which has been made with new polymers. Thirdly, the internal structure, which ensures a more precise response and improved handling as well as lowering rolling resistance (see technical specification).

Like all Pirelli tyres, **the Scorpion Winter makes full use of the experience Pirelli has accumulated through competition:** the most valuable research and development tool that the Italian firm has at its disposal. The Scorpion Winter makes particular use of Pirelli's experience in the WRC, for which the Milan-based company was sole supplier between 2008-2010, setting records for structural strength and puncture resistance (just 16 punctures in three years and no structural failures). Pirelli's latest winter tyre shares its modelling technology and development platform with Formula One*, thanks to production processes that are highly automated and prioritise quality.

THE MARKET FOR SUV AND WINTER TYRES. Scorpion Winter is specifically designed for the market sector that has seen most growth in recent years. Although the automotive industry in general has witnessed an economic downturn, SUV sales have been constantly increasing, confirming the general trend seen over the last three years. Sales of these cars between 2008 and 2015 are expected to grow from 1.42 million to 2.23 million units per year (Global Insight data). This tendency will also be reflected in the **SUV tyre market which currently amounts to 12.7 million pieces a year, of which 4.3 million are winter tyres, equal to 34%.** And it is precisely the winter tyre market which is expected to grow at the fastest rate.

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