PRESS RELEASE

PIRELLI BRINGS CYBER TYRE TECHNOLOGY TO THE UNITED STATES

Smart tire unveiled in Las Vegas will also be manufactured at Pirelli's Rome, Georgia, facility

Under the approximately $1.2 billion investment plan announced in September, production capacity at the Rome plant is expected to reach approximately 6 million car tires annually by 2033, creating approximately 1,000 new jobs

The investment will strengthen the Pirelli plant's role as a technology hub for the United States, the world's largest High Value market

Cyber Tyre technology enhances safety and performance by shortening braking distances, detecting the risk of aquaplaning earlier, and improving vehicle control in challenging driving conditions

Milan/Las Vegas, November 23, 2026 – Pirelli is bringing its Cyber Tyre technology to the United States, transforming the tire into an intelligent system capable of collecting data and communicating in real time with a vehicle's electronic systems.

Pirelli Executive Chairman **Marco Tronchetti Provera**, together with CEO **Andrea Casaluci**, Chief Technology Officer **Piero Misani**, and North America CEO **Claudio Zanardo**, demonstrated the technology's capabilities at Las Vegas Motor Speedway through a series of demonstrations showcasing some of its most advanced applications, from ABS braking to traction control. The presentation was also attended by Italian Ambassador to the United States, **Marco Peronaci**, and the Consul General of Italy in Los Angeles, **Raffaella Valentini**.

The event, held during the Formula 1 Las Vegas Grand Prix, a championship for which Pirelli has been the exclusive Global Tyre Partner since 2011, follows the announcement last September of a multi-year investment plan of approximately $1.2 billion in the United States. The investment will fund the expansion of Pirelli's Rome, Georgia, facility, where tires equipped with Cyber Tyre technology will also be manufactured.

APPROXIMATELY 1,000 NEW JOBS EXPECTED AT THE ROME FACILITY

The development of Cyber Tyre technology in the United States is part of a program set to begin in 2027 that will gradually increase the Rome facility's production capacity to approximately 6 million car tires annually by 2033, while creating approximately 1,000 new jobs.

The expansion will include upgrades to Pirelli's MIRS robotic manufacturing technology, as well as a new, fully automated conventional production line for premium tires. These investments will strengthen Rome's role as a technology hub serving the United States, the world's largest High Value market, while supporting Pirelli's *local-for-local* strategy.

CYBER TYRE TECHNOLOGY DEMONSTRATED IN LAS VEGAS

During the on-track demonstration, Pirelli showed how information collected directly from the tire, processed using its proprietary algorithms and translated into specific functions, can be used by a vehicle's electronic systems to make control systems more effective.

For example, to optimize traction control, Cyber Tyre communicates the tire's identification to the vehicle's control unit, allowing the system to adapt traction control settings to the specific characteristics of the tire installed.

For ABS braking, the technology also provides data on the tire's point of maximum grip, helping reduce braking distances. Integration with vehicle electronics is further enhanced through Pirelli's collaboration with Bosch. Information collected by the tire can communicate directly with systems such as ABS, ESP and traction control, helping them operate more accurately and effectively in real time.

PAGANI UTOPIA ROADSTER: THE FIRST VEHICLE TO FEATURE CYBER TYRE AS ORIGINAL EQUIPMENT

The Pagani Utopia Roadster was also a highlight of the event. It is the first vehicle in the world to feature Pirelli Cyber Tyre as standard original equipment, with the technology communicating directly with the vehicle's electronic systems. This enables real-time data exchange and new advanced functions designed to enhance safety and performance.

Each tire on the Utopia Roadster is equipped with Cyber Tyre technology and a sensor that transmits information to the vehicle's onboard systems. Software integration allows the vehicle to use specific calibrations based on the tire installed and to adjust torque management according to tire type and temperature.

As a result, the vehicle's control systems can adapt their operating strategies to the tires actually fitted, while the driver receives dedicated information through the infotainment system.

WHAT IS CYBER TYRE? MAKING THE TIRE INTELLIGENT

Pirelli Cyber Tyre is a technology that transforms the tire from a passive component into a system capable of generating and transmitting data.

A sensor located inside the tread collects information including tire identification, pressure, temperature and acceleration data. This information is transmitted via Bluetooth and processed in real time using Pirelli's proprietary software and algorithms, enabling the tire to interact with the vehicle's electronic systems.

The technology has two main areas of application.

The first is in-vehicle integration, through which Cyber Tyre can support electronic control systems and ADAS (Advanced Driver Assistance Systems) with information generated directly by the interaction between the tire and the road. This makes it possible, for example, to detect the risk of aquaplaning at an early stage and provide the vehicle with the information it needs to respond.

The second application is road infrastructure monitoring. Data collected by tires can help identify potential road hazards and support infrastructure maintenance planning.

Looking ahead, this role is expected to become even more important as autonomous driving technology evolves. Since the tire is the vehicle's only point of contact with the road, Cyber Tyre transforms this interaction into information that the vehicle can use, effectively giving it what Pirelli calls a "sense of touch."

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