



PRESS RELEASE

Pirelli Becomes Official Partner of the Miami Open presented by Itaú, Strengthening Its Longstanding Connection with World-Class Tennis

New York, NY – February 25th, 2026 — Pirelli North America today announced a new multi-year partnership with the Miami Open presented by Itaú, reinforcing the company’s strategic commitment to the North American market and further strengthening its long-standing relationship with world-class sport and the game of tennis.

As one of the most important stages for global sport, North America represents a core pillar of Pirelli’s growth, innovation, and brand leadership. The Miami Open, hosted in a city that has rapidly emerged as a global epicenter for elite sporting events, offers a powerful platform to connect with fans, partners, and consumers across the region and around the world.

As an Official Partner of the Miami Open, Pirelli will be integrated throughout the tournament experience, including on-court visibility, digital initiatives, and fan engagement activations, beginning with the 2026 edition of the event, scheduled for March 15–29 at Hard Rock Stadium in Miami Gardens, Florida.

“North America is a priority market for Pirelli, not only from a commercial standpoint but also in terms of brand relevance and cultural influence,” said Claudio Zanardo, CEO of Pirelli North America. “Partnering with the Miami Open allows us to strengthen our presence on one of the most prestigious stages in global tennis, in a city that perfectly reflects the energy, diversity, and international reach of this market.”

“Pirelli is perfectly aligned with the Miami Open’s core partnership principles, which focuses on being connected with premium global brands in authentic ways”, said MARI SVP Josh Ripple. “The on-court integration of the Pirelli Speed Serve will highlight premium technology and performance excellence for our fans, global broadcast audiences, and the players. The Miami Open is proud to be part of Pirelli’s journey in professional sports.”

Miami’s rise as one of the world’s most dynamic sports hubs makes it a natural setting for this partnership. Already present in the city through other major sporting platforms, Pirelli sees the Miami Open as a strategic extension of its multi-sport footprint in a city that continues to shape the future of global sports.

PIRELLI IN THE SPORTS

The partnership is rooted in a deep and authentic connection between Pirelli and tennis. The company began manufacturing tennis balls in the 1930s, remaining active in the sport throughout the 1970s, establishing an early bond with a discipline defined by precision, control, and performance: values that continue to define the Pirelli brand today.

Pirelli’s passion for sport extends well beyond tennis. Throughout its history, the company has been actively involved in a wide range of disciplines, including football, sailing, and skiing, building long-term relationships with sport at the highest levels. In motorsport, where Pirelli has competed since 1907, the brand is today present in more than 350 competitions worldwide, including its role at the pinnacle of the sport as the exclusive tire supplier to Formula 1®.



By aligning with one of the most iconic tournaments in North America, Pirelli continues to invest in premium sports platforms that strengthen its presence, relevance, and long-term vision in this key market.

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