

Pirelli named official tire supplier for Porsche Carrera Cup North America

The new Porsche 911 Cup will race on Pirelli P Zero tires

- Pirelli will support Porsche Carrera Cup North America for its sixth season
- The tire helps to launch a new era in Porsche Carrera Cup North America alongside a new Porsche 911 Cup car based on the latest 992.2 generation
- Tire complements the Pirelli P Zero R and Pirelli P Zero Trofeo RS for Porsche 911 GT3 road car

Pirelli will serve as the official tire supplier of Porsche Carrera Cup North America. The Pirelli P Zero tire on each Porsche 911 Cup car highlights the technological connection between track performance and road-going excellence. Both the tire and the car will make their first joint appearance together at the series-wide test at Sebring International Raceway in mid-February.

Carson, Calif. Porsche Carrera Cup North America will race on Pirelli tires through a multi-year agreement, marking the first time in the six-year history of Porsche Carrera Cup North America that the championship will utilize the brand on track.

The agreement follows a recent announcement that Pirelli has developed the P Zero R and the P Zero Trofeo RS in bespoke fitments for the road-going Porsche 911 GT3 to

showcase how race-inspired technology translates directly into undeniable on-road capability.

Porsche Carrera Cup North America will use the P Zero DHG tire, which debuted across all Pirelli-served GT championships worldwide in 2025.

“Porsche and Pirelli share a deep motorsport heritage and a commitment to innovation that carries from the track to the road,” Volker Holzmeyer, PMNA President and CEO, said. “We’re excited to welcome Pirelli to our premier Porsche One-Make series as we usher in a new era with the 911 Cup and new Pirelli tires beginning in 2026.”

The new Pirelli P Zero tire features the Forest Stewardship Council[™] logo, which demonstrates that all FSC[™]-certified natural rubber in the tire originates from cultivation areas managed to preserve biodiversity and benefit the people who live and work in those areas. The rigorous FSC[™] certification process ensures that all certified material is kept separate from non-certified material throughout the entire supply chain, from production sites to tire manufacturer.

Should the Porsche Carrera Cup North America field need to run on a wet tire, it will rely on the Pirelli Cinturato WHB, the standard wet-weather tire for all GT classes since 2025.

“Pirelli is thrilled to partner with Porsche Motorsport North America as the tire supplier for the Porsche Carrera Cup North America, adding to our extensive portfolio of top-level championships supported worldwide,” Claudio Zanardo, President and CEO of Pirelli

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North America said. “This collaboration demonstrates Pirelli’s dedication to performance and innovation, bringing race-proven technology from the track to the road. Just as Porsche vehicles set the standard for driving excellence, our P Zero tires define precision, handling, and performance in both competition and everyday driving.

With motorsport rapidly expanding across North America, attracting more fans and creating new opportunities to showcase high-performance engineering, we are excited to strengthen our presence and support this momentum. Taking on this challenge alongside Porsche, its teams, drivers, and the iconic 911 Cup cars is an opportunity for continuous innovation, collaboration, and growth throughout the season.”

The 2026 Porsche Carrera Cup North America season represents a new era for the championship, which also debuts the new Porsche 911 Cup car this season. The type 992.2 911 Cup car builds on a long history of successful single-make racing with improvements to raceability and handling highlighting the new car ahead of its debut. The 992.2 Porsche 911 Cup car will race in just four single-make championships in 2026; Porsche Carrera Cup North America, Porsche Carrera Cup Germany, Porsche Carrera Cup Asia and the Porsche Mobil 1 Supercup.

The 2026 season officially begins with at Sebring International Raceway alongside the IMSA WeatherTech Championship’s Mobil 1 Twelve Hours of Sebring, March 18-20 in Sebring, Florida.



News Release

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About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of the [Porsche 911](#), [718 Boxster](#), [718 Cayman](#), [Macan](#), [Cayenne](#), [Panamera](#) and [Taycan](#). The [Porsche Car Configurator](#) can be used by anyone to customize and pre-order any vehicle in that lineup at any time. Headquartered in Atlanta, Georgia, since 1998, PCNA is home to [the first Porsche Experience Center in North America](#), which features two module-based 1.6 mile driver development tracks, a business center and Restaurant 356. The campus is also home to the U.S. headquarters of [Porsche Classic](#). The company operates a second [Porsche Experience Center near Los Angeles](#). That complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, Restaurant 917 and the headquarters of [Porsche Motorsport North America](#). PCNA supports 203 independently owned and operated Porsche Centers in the U.S., four Porsche studios and five satellite stores in the U.S., including supplying parts, service, marketing, and training. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the Porsche brand's 75-year history of leadership in the advancement of vehicle performance, safety, and efficiency. PCNA is an indirect wholly owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus [motorsport](#) wins to date.

Photos and video footage are available to accredited journalists on the [Porsche Press Database](#) and on the [Porsche Cars North America Newsroom](#).

About Pirelli US

In 2002 Pirelli opened its first manufacturing plant in the United States in Rome, Georgia. The plant covers an area of 400,000 m² and employs approximately 300 highly skilled workers and administrative personnel. Furthermore, Pirelli has offices in New York, Detroit and Atlanta, warehouses and a sales team in locations across the US.

Rome hosts one of Pirelli's twelve Research and Development centers worldwide, working in synergy with the R&D headquarters in Milan. Leveraging the highly automated Modular Integrated Robotized System (MIRS), the facility specializes in the production of ultra-high-performance tires.

In 2021, the Rome facility became the first tire factory in the world to be certified by the Forest Stewardship Council™ (FSC™) for sustainably sourced natural rubber and rayon, confirming benefits to biodiversity and local workers and communities.

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Rome's site is a strategic location for Pirelli, since a US presence allows the company to respond quickly and flexibly to customers with local production of high and ultra-high performance tires.

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