

**NOT
AN ORDINARY
ONE**



Cinturato P1™
GREEN PERFORMANCE



FOUR DIFFERENT ELEMENTS IN 1 TYRE

Cinturato P1™
GREEN PERFORMANCE



SAFETY

Pirelli has always been recognised world-wide for its core values - especially performance and the related characteristics of reliability, safety and driving pleasure. As such, the Pirelli brand is often associated with the most innovative and prestigious supercars, performance cars and motorsport events, such as F1, for which Pirelli will be the official tyre supplier over the three years 2011 – 2013.

DRIVING EXPERIENCE

And, in conjunction with this, Pirelli is using its vast experience of tyre technology in its pursuit of sustainable mobility, researching the answers to minimising the overall environmental impact of vehicles on the road.

EFFICIENCY

Improved safety, driving pleasure and environmental impact are the criteria that have guided Pirelli researchers in the development of Cinturato P1™, the tyre that brings the technological innovation used in the development of tyres for performance cars, such as P Zero™ and Cinturato P7™, to compact/city cars.

PREMIUM TECHNOLOGY

The new Cinturato P1™, which extends and completes the Cinturato range, adapts the knowledge and experience of tyre technology, gained through the development of tyres for both motorsport and prestigious motor manufacturers, to the requirement for city cars. Making safety, driving pleasure and comfort accessible to all car drivers.

Cinturato P1™

SAFETY

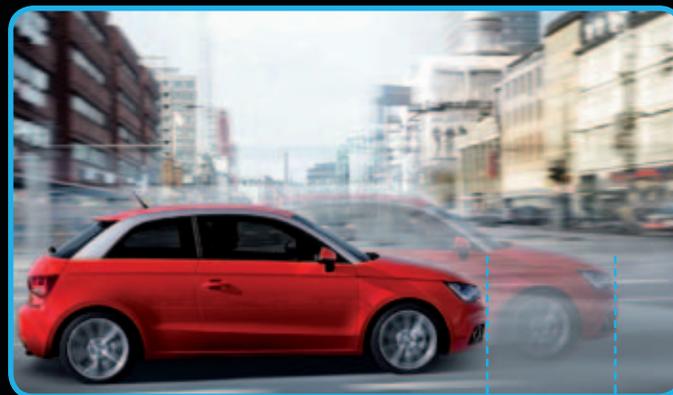
As one of the European Road Safety Charter (ERSC) subscribers, Pirelli has always been actively committed to the promotion of road safety.

The distinctive characteristic of Cinturato P1™ is the high level of safety in all road conditions: the use of advanced simulators during the design stage has enabled the optimisation of the tread pattern that provides excellent performance in both dry and wet conditions.



The use of hybrid materials, which control and stabilise the deformation of the tyre, which is subject to the forces acting on it, ensures an optimum contact area with the ground, in all conditions, thus significantly reducing braking distance for safer driving.

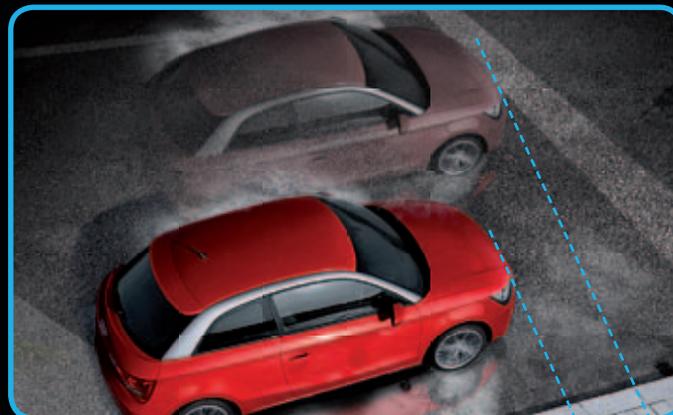
Braking on dry surface at 100 km/h



Test on size 185/65R15 on Pirelli track
at Vizzola Ticino
Pirelli internal reference: Cinturato P4

-4%

Braking on wet surface at 80 km/h



Test on size 195/65R15 on Pirelli track
at Vizzola Ticino
Pirelli internal reference: Cinturato P6

-3%

Cinturato P1™

DRIVING EXPERIENCE

Cinturato P1™ is innovative in every aspect; compound and materials, structure and tread pattern have all been developed to complement each other ensuring excellent handling, comfort and driving pleasure.

COMFORT

The new profile and *tension control* system used in the production of Cinturato P1™ minimise the noise effect resulting from impact with an obstacle and significantly reduce the time to absorb the shock.

INTERNAL NOISE

The continuity of the tread pattern, made possible by its specific pitch design, allows a progressive contact with the road surface, generating low levels of perceived noise within the vehicle.

Cinturato P1™ offers a relaxing, comfortable and silent drive.



Internal noise Level

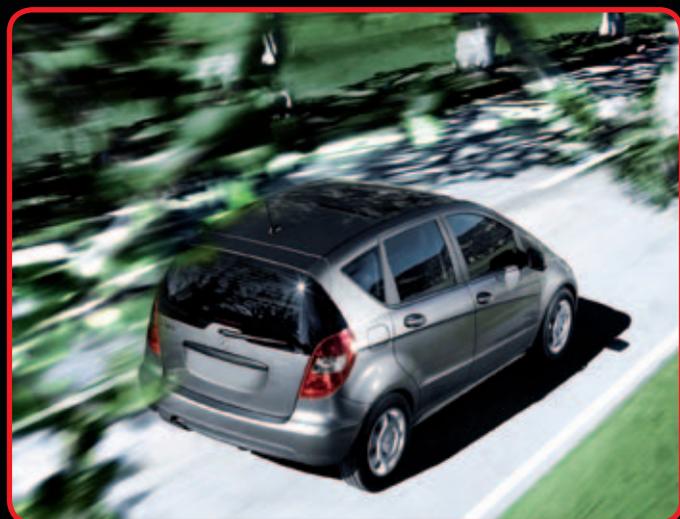


-1
dB(A)

Test on size 175/65R14 on Pirelli track at Vizzola Ticino
Pirelli internal reference: Cinturato P4

HANDLING

The *tension control* system (a technology now applied to this category of products) optimises the footprint of Cinturato P1™ to guarantee a precise driving response and maximum control of the vehicle in all driving conditions.



Cinturato P1™

EFFICIENCY

Pirelli's tyre manufacturing has long been orientated towards an integrated and eco-sustainable global approach; from production stage solutions to the final product.

EXTERNAL NOISE

Pirelli places extreme importance on the social and environmental impact of its products and is constantly working to lower external noise levels. Cinturato P1™ has achieved excellent results and already complies with the 2012 European Regulations.

External noise, ECE homologation value



Test on size 185/65R15 on Pirelli track at Vizzola Ticino

ROLLING RESISTANCE

With the compounds and innovative materials used in its production Cinturato P1™ offers a significant reduction in tyre weight, aerodynamic sidewalls and a lower rolling resistance. As a result, Cinturato P1™ achieves excellent results in terms of a reduction in rolling resistance.

A lower rolling resistance in tyres means lower CO₂ emissions and lower fuel consumption.

Reduction of Rolling resistance



Test on size 185/65R15
Pirelli internal reference: Cinturato P6

Cinturato P1™

PREMIUM TECHNOLOGY

Cinturato P1™ has been conceived following the latest design criteria already successfully tested on the highest performance products.

The multifunctional tread design ensures Cinturato P1™ offers high levels of performance whatever the type of driving, whether that's city or extra urban.

A wide range of sizes satisfies the demands of not only city-compact cars but also medium to premium range vehicle producers.

Cinturato P1™, a product with strong technological content, is also available in some Run Flat sizes.

Pirelli Self-Supporting Run Flat Technology represents an integrated solution to road safety and driving pleasure. In the case of a puncture the driver maintains control of the vehicle, without the need to change the tyre straight away.



Pirelli Run Flat tyres conform with the homologation requests of car manufacturers to ensure stability of your car/SUV also following any loss of air pressure. In order to know the mileage and maximum speed at which you can safely continue your journey, Pirelli recommend that you refer to the Maintenance and Use Handbook of your vehicle.

PRODUCT RANGE 2011

	SIZE	LOAD INDEX	SPEED CODE
16"	205/55R16	91	V
	205/55R16	91	H
	195/55R16 Run Flat	87	V
	195/55R16 Run Flat	87	H
	195/55R16	87	H
	195/50R16	88 XL	V
	195/50R16	84	H
	185/50R16	81	T
	15"	205/65R15	94
205/60R15		91	V
205/60R15		91	H
195/65R15		95 XL	T
195/65R15		91	H
195/65R15		91	T
195/65R15		91	V
195/60R15		88	V
195/60R15		88	H
195/55R15		85	V
195/55R15		85	H
185/65R15		92 XL	T
185/65R15		88	H
185/65R15		88	T
185/60R15		88 XL	H
185/60R15		84	H
185/60R15		84	T
185/55R15		82	H
175/65R15	84	H	
175/65R15	84	T	
165/65R15	81	T	
14"	185/65R14	86	H
	185/65R14	86	T
	185/60R14	82	H
	185/55R14	80	H
	175/70R14	84	T
	175/65R14	82	T
	165/70R14	81	T
	165/65R14	79	T
	155/65R14	75	T



POWER IS NOTHING WITHOUT CONTROL