



## **PIRELLI INAUGURATES P ZERO WORLD IN LOS ANGELES**

**Innovative Retail Tire Concept Dedicated to Continuing Consolidation of Prestige Segment Leadership in US Market**

**Pilot Program Aimed at “Learning” To Improve Business Practice and Increase Brand Awareness for Existing Customer Network**

*Los Angeles, USA: July 15, 2016* – Today Pirelli inaugurated [P Zero World](#), its first tire shop in the world focused on prestige products and services in Los Angeles – the global capital of cinema, car design, technical innovation and a focal point in fashion and the arts – with a gala event featuring top influencers and stars. P Zero World’s stellar ingredients: exclusive service, technologically advanced consultancy and customer assistance, an elegant and comfortable environment inspired by the world of motorsport where the iconic images of The Cal frame today’s most beautiful supercars, and the widest range of high performance and ultra high performance tires by Pirelli.

P Zero World, located close to Beverly Hills on Santa Monica Boulevard, marks a new stage in Pirelli’s Prestige strategy, centered on the world’s fastest growing segment of sports cars, luxury cars and premium makes, which is expanding at a greater rate than the rest of the market globally – particularly in the US with a forecasted growth of 11 percent in the prestige segment in 2016. This strategy has given Pirelli absolute leadership in original equipment for high and very high end cars, with a market share of approximately 50% thanks to its “perfect fit” philosophy: made-to-measure tires developed by the Italian group’s technicians for each specific model in cooperation with car makers’ own researchers.

In line with its prestige market approach, P Zero World radically

redefines the concept of a tire shop in Los Angeles, where there is the highest concentration of luxury and sports cars in the world: it's a space for tire replacement and more importantly, a reference point for car lovers to experience a full immersion in the motorcar world.

The 8,000 square foot location features state of the art retail design, including three service bays for tire changes, an espresso bar and luxe 'waiting area', personalized counsel on the best tire fit queries, and a display of Pirelli's full range of product. Guests will also experience a full brand immersion, with the store showcasing Pirelli's Motorsport history, Original Equipment partnerships, Pirelli Calendar and vintage advertising – in a purely LA fashion.

The concept for the new shop will be the model for other Pirelli prestige tire centers in other parts of the world, with future locations to be decided using the most sophisticated geo-marketing tools, as was the case with Los Angeles.

“Los Angeles is a hotbed of innovation, where game-changing ideas and concepts from around the world come to take shape,” said Mayor of Los Angeles Eric Garcetti. “I am proud that Pirelli has chosen to put its first U.S. flagship store in our city, and glad to celebrate today's opening of P Zero World.”

“P Zero World will be a game changer for the tire retail industry, just like its namesake, the iconic P Zero tire, which is also the exclusive product for Formula One vehicles – the pinnacle of motorsports. The location aims to deliver a unique shopping experience catered directly to high-end automotive enthusiasts,” said Paul Hembery, Global Motorsports and Prestige Project Director. “As a compliment, Los Angeles serves as the perfect backdrop for the launch of this project, as it provides the perfect mix of business related strategic elements – such as the high concentration of prestige vehicles – with an exciting and active car culture which produces passionate consumers and tastemakers; who are exactly the clientele that most appreciate the services and products that we offer. For this reason, we are also very grateful to work with Claus Ettensberger of CEC Wheels fame, who will manage the retail sales at P Zero World. His knowledge of the market and its clientele is indispensable in our new endeavor.”

“P Zero World perfectly expresses our deep appreciation and nuanced understanding of car culture and we’re excited to serve our customers here in a truly dedicated fashion through offering Pirelli’s rich range of prestige and premium applications, our ‘marked tires’ on a great variety of models. These tailor-made designs for each vehicle are achieved through close cooperation with the most important car makers in the world. This new venture is part of an aggressive growth plan for Pirelli in North America and beyond,” said Pierluigi Dinelli, CEO and Chairman of Pirelli Tire North America. “P Zero World also speaks to a key part of Pirelli’s unique approach to the market – the strong expression of our corporate identity, which is tied deeply to both the innovative and the experiential. This new initiative brings the concept full circle with retail at the very heart of the brand.”

This new store signals another first for the Italian luxury brand, with Los Angeles chosen as the inaugural location to launch the P Zero World concept, part of Pirelli’s new global “perfect fit” brand strategy, based on tailor-made excellence in premium automotive products and services. For 144 years, Pirelli has been a pioneer across multiple platforms – motorsports, best in class tire product portfolio, original equipment fitments and its unique, revolutionary approach to communications, art and design through various brand assets – advertising, The Pirelli Calendar, fashion design or Hangar Bicocca, to name a few. Pirelli’s brand identity is defined by this fusion of high tech innovation and bold artistic expression, elevating the brand beyond the tire industry to embody a broader aspirational lifestyle world, one which P Zero World aims to physically bring to life in-store.

**#PZEROWorldLA**

**#ThePerfectFit**

**#PirelliPrestige**

**#PZero**

**#PZEROWorld**

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