



PRESS RELEASE

SEASONAL CHANGE OF TYRES ALSO FOR BIKES AND E-BIKES: PIRELLI'S WINTER TYRE PROVIDES BETTER GRIP ON COLD AND WET ASPHALT

PIRELLI CYCL-E WT, THE WINTER TYRE FOR BIKES

Based on the experience it has gained in the car industry, Pirelli now offers a specific tyre for the winter season ideal for urban bikes and e-bikes, with innovative solutions to tackle winter travel in town in total safety

Milan(I), 12 November 2020 – Its name is CYCL-e Winter (WT) and it is the first winter tyre made by Pirelli to meet the needs of everyone who uses traditional or electric bikes also in the winter. It is a form of mobility that in these times is winning over many new fans who prefer a vehicle that is not only private, but also more active and sustainable. Pirelli CYCL-e Winter features a one-of-a-kind specific compound developed by Pirelli engineers to face up to the low temperatures and difficult roadbeds that city bikes, even the top performing electric bikes, can encounter during the winter months.

Traditionally engaged in developing innovative solutions for sustainable mobility, backed by solid experience as leader in the car winter tyres sector, Pirelli concentrates high profile technologies, sustainable compounds and specific profiles in CYCL-e WT to present a high-performance product for e-bikes and urban bikes.

Normally tied to cars, the winter tyre today is available for bikes as well. Pirelli CYCL-e WT is designed to be used on difficult city asphalts, very cold surfaces (even below 0°C) or surfaces dusted with snow. The tread pattern created by the Pirelli R&D laboratories features widespread lamellar notches that guarantee grip at the maximum levels, even on early snowflakes, although retaining outstanding control on dry roadbeds.

Designed taking into account the growing speed of modern e-bikes and as performance value added for any type of city or touring bike on outings, CYCL-e WT boasts a compound that adapts to low temperatures, offering grip reliability even in freezing conditions and, due to its lower warm-up time, guarantees utmost traction on roadbeds typical of the winter in the city.

SAFE AND SUSTAINABLE TYRE

The tread of the CYCL-e tyre is formed by two layers of compound: one "cap" compound in contact with the asphalt and a "base" that works to prevent punctures. The formulation of the first ensures excellent riding safety, even on the most modern and powerful electric bikes, and on different road surfaces (paved, pedestrian crossings, rails, etc.). The "base", with thicknesses varying between 3 and 3.5 mm depending on the sizes, is instead designed to prevent debris and foreign bodies from puncturing the tyre.

Not only does it form a physical barrier owing to its considerable thickness, but it also has a formulation researched to incorporate sharp objects, in this way preventing perforation of the tyre.

The compound of CYCL-e tyres is also environmentally friendly as it contains crumb rubber, taken from end-of-life car tyres. The selected powders are regenerated and reused in the polymer matrix. Special attention is then also paid to maximising use of natural rubber, a raw material coming from a renewable source.

CYCL-e WT is available in the sizes 37-622, 42-622 and 50-622, with weights varying between 780 g and 1110 g

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