

QUALITY POLICY

Pirelli Tyre considers:

- the attention dedicated to the needs and reconciliation of all Company Stakeholders' interests, with the assurance that they receive an immediate, qualified and competent response
- ethical business conduct
- continual innovation of products, services, processes and systems
- anticipation of Customer needs
- excellence of the offered products and services
- product safety
- environmental protection throughout the entire life cycle of the product
- protection of Employees' safety, health and well-being
- strategic co-operation with Suppliers
- continuous quality, cost and efficiency improvements

to be basic and general elements in defining its own strategies and objectives, in view of obtaining ever-more competitiveness on global market on a long-lasting and sustainable basis..

The following tools are key to supporting implementation of this Policy:

- communication with Stakeholders
- firm compliance with the implemented laws, regulations, and corporate policies and procedures
- the execution of benchmarks, analysis of Stakeholders' expectations, design and realisation of new products and processes, and valorisation of research
- definition and management of preventive and corrective actions through a management and monitoring system to assess and evaluate the effects of poor quality as well as corporate efficiency, both inside and outside the Company
- implementation and maintenance of advanced management systems aimed at a continuous improvement
- the adoption of measures to assess and monitor Suppliers' performances from the selection phase on, in terms of competitive advantage, qualitative performance, possibility of shared strategic development, their economic, social and environmental sustainability and in their relationship with the Company
- personnel development, qualification and valorisation
- strategic planning of objectives
- continuous improvement activities
- an organisational structure focused on guaranteeing the availability and adequacy of the Human Resources needed to achieve planned objectives, environmental protection and occupational safety

ROLE OF BUSINESS/FUNCTION DIRECTORS / CEO'S

They are asked to:

- Transmit this Policy in the local language to all Employees
- Take appropriate measures to ensure full implementation of this policy
- Define objectives and strategies that are consistent with the general and fundamental principles and tools illustrated in this policy
- Verify that the achieved results correspond to objectives
- Involve and give responsibility to Personnel in this policy activities
- Point out existing criticalities and effectively promote, implement and verify adequate corrective, preventive, and improvement actions, both at technical and organisational levels.

MANAGING DIRECTOR

Francesco Gori

Milan, September 2009