



PRESS RELEASE

PIRELLI TYRE: 4-6 PER CENT PRICE INCREASE IN EUROPEAN MARKETS FOR CAR, MOTORCYCLE AND TRUCK TYRES

Milan, 19 February, 2010 – Pirelli announces a 4 to 6 per cent price increase for all car, Suv, light truck, motorcycle and industrial vehicle tyres in European markets. The increase, effective from 1 April, 2010, follows the growth of raw materials costs, especially that of natural rubber which more than doubled in the last 12 months.

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