



## **PRESS RELEASE**

### **PIRELLI: INCENTIVES FOR PARTICULATE FILTERS**

#### **AIM IS TO STIMULATE IMMEDIATE ADOPTION OF SYSTEMS THAT CONTRIBUTE TO LOWERING ATMOSPHERIC POLLUTION**

#### **PIRELLI INCENTIVES CUMULATIVE WITH AVAILABLE PUBLIC INCENTIVES, SUCH AS THOSE FROM THE LOMBARDY REGION**

*Milan, 7 October 2009.* The Pirelli Group announces the launch of an incentive plan for purchase of Feelpure particulate filters produced by Pirelli Eco Technology, the Group company that is a leader in systems for containment of diesel engine emissions.

The campaign, which extends throughout Italy, will begin in mid October and end at the end of December, or until inventory runs out, and includes three categories of incentives based on type of vehicle: 500 euros for light commercial vehicle filters (vans, minivans, minibuses, etc.), 750 euros for midsized commercial vehicle filters and 1000 euros for filters for heavy commercial vehicles (trucks).

The aim of the Pirelli campaign, for those operating in transportation, is to stimulate immediate adoption of the filter systems, which allow for containment of substances damaging to the environment and to health in emissions from the most polluting vehicles. The Pirelli incentives, to be allocated with respect for current regulations regarding adaption of vehicles in circulation, are cumulative with those available from the public administration, for example the Lombardy Region, for purchase and fitting of particulate filter systems.

Feelpure particulate filters remove more than 90% of fine and ultra-fine particle matter emissions (Pm10 and lower), the most dangerous to human health, and 50% of nitrogen dioxide of emissions. Installation of Feelpure filters allows Euro 1-2 vehicles to reach the Euro 4 vehicle category, and Euro 3 vehicles to reach the Euro 5 vehicle category.

For more information on how to access incentives, see [www.pirelliecotecnology.com](http://www.pirelliecotecnology.com).

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