



PRESS RELEASE

**PIRELLI PRICE INCREASES IN EUROPE AND NORTH AMERICA  
FOR CAR, LIGHT TRUCK AND MOTO TYRES**

*Milan, 9 February 2017* - Pirelli announces price increases in all European and North American markets for car, light truck and moto tyres of all product ranges (summer, all-season, winter) and Group brands. The increases, which will take effect from April 1, 2017, will be up to 9%.

The increases are a consequence of the higher price of key raw materials and growing investment in the development of new products with an elevated level of technological content.

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