

PIRELLI

Southern Hospitality

KEN BLOCK DEBUTS GYMKHANA FOUR	3
MYLES KOVACS & THE DUB GENERATION	4
WINTER COLLECTION SIZING UPDATES	7
PIRELLI AT THE 2011 PORSCHE PARADE	6



Matteo Battaini Named NAFTA Region CEO; Pessi To Lead South America



CORPORATE NEWS

CONSISTENCY IN MANAGEMENT'S VISION & BRAND STRENGTH ARE KEY FACTORS FOR THE US MARKET

MATTEO BATTAINI has taken leadership of Pirelli Tire North America into its next era of success as the company's new CEO. Charged with increasing the sales and profitability targets set by Mauro Pessi during his tenure as CEO, Battaini took the helm of the three-country group that includes Canada, Mexico and one of the largest economies of the world – the United States of America. Mauro Pessi will retain the chairmanship of the company he led for over two years after recently being named CEO and Chairman of Pirelli's Latin American operations, headquartered in Brazil.

The US is a key market for Pirelli," Battaini said during a brief stop at Pirelli's New York marketing and sales offices before heading back out on the road to meet current and potential Pirelli dealers. "Our brand is very well known in the US in the premium segment and we are working diligently to increase our market share in several key sectors here."

The promotion of Pessi to the leadership position in LATAM and Battaini to CEO of the NAFTA markets assures consistency in product manufacture, development and customer service that has been the backbone of Pirelli's success in the Americas for decades. Pirelli remains steadfast and dedicated to its core values and the strategic development of its brand in North America.



16-year Pirelli veteran Matteo Battaini (right) has been appointed CEO of PTNA as Mauro Pessi (left) was assigned the leadership role for Pirelli's Latin America operations.

Simply put, the tone at the top in the NAFTA region remains progressive and strong.

"Leading Pirelli NAFTA is a challenge, certainly," remarked Battaini, the 16-year veteran of Pirelli "but we have the ability to be successful thanks also to our new production plant in Mexico which can supply the right product mix at the right cost to the market. The plant will be up and running in 2012."

No stranger to creating production plants during his tenure, Battaini was involved in getting Pirelli's Romania and China plants up and running and provided product to their respective areas: Europe

and Asia Pacific.

"We are also looking to create the kind of sustainable products that the US wants, more green tires with better fuel consumption and less environmental impact," Battaini continued. "The new European labeling laws which take effect next year will certainly be applied in the US and will give Pirelli a real differentiating factor. Pirelli has a target goal of having all facilities be 10 years of age or under by 2014."

"Our strategy is now set for the United States. We have changed our product mix and now have price consistency and good relationships with our distribution network thanks to Mauro's work over the last two years," Battaini

said. "My job is to implement that strategy and promote Pirelli in the premium market as well as the specialty market in the United States for brands like Camaro and Mustang."

The Battaini – Pessi team in the Americas makes a strong showing for Pirelli as it seeks to expand its market share in both the NAFTA and LATAM member countries. The teamwork will serve to consolidate Pirelli's leadership role in the Americas - offering its consistent, sustainable and high-performance-oriented business model that exceeds the expectations of the dealers who sell and service Pirelli product and the consumers who rely on our product every day.

GYMKHANA FOUR: THE HOLLYWOOD MEGAMERCIAL! ... WITH KEN BLOCK

PIRELLI – exclusive tire supplier to American driver Ken Block and the Monster World Rally Team – is ready for its close-up in the just-released viral video: DC Shoes: Ken Block's Gymkhana FOUR: The Hollywood Megamercial.

The fourth installment of Block's wildly popular Gymkhana video franchise dropped on fans across the globe Tuesday; see it here: <http://youtu.be/btViXvIDsi0>.

With over 110 million views and counting (36 million of which involved Block's piloting of a Pirelli-shod Ford in the Gymkhana THREE video series); Block's popularity online and as a driver has never been higher. The Gymkhana series is consistently awarded viral video top-ten status by industry insiders including YouTube, Advertising Age, and People (it has even won a Webby!)

"The concept of the "Hollywood Megamercial" was to revisit the high production style of Gymkhana TWO, but to take it to the next level," said Block. "We chose Universal Studios, California as the location for Gymkhana FOUR because it was one of the few places in the world where a fantasy playground could be created, thanks to all of the different 'locations' present throughout the studio."

KB and his team incorporated the sets of some of Hollywood's most memorable movies including: Back to the Future, Jaws, Psycho, War of the Worlds, How the Grinch Stole Christmas and Bruce Almighty.

The car featured in Gymkhana FOUR is an all-new build, based on the architecture of the 2011 Ford Fiesta RS WRC built by M-Sport. Named the Hybrid Function Hoon Vehicle (H.F.H.V.) it was designed by Ken for competing in three distinct disciplines: gymkhana, Rally-Cross and stage rally. For GYM4, the H.F.H.V. features Pirelli's P Zero Trofeo tires.





THROUGH the success of his top-rated program on MTV2, DUB

Magazine co-founder Myles Kovacs is another step closer in his quest to bring car customization to the masses. "We want to convert non-car people into car people," he says. "We wanted to do a show that was about celebrities, their lifestyle and, really, about their journey."

Highlighting the stories and personalities of some of the world's most recognized wheel fiends (for instance Shaquille O'Neal and Wiz Khalifa), The DUB Magazine Project pays homage to the icons that have brought the culture to the forefront of mainstream media.

With the sole goal of injecting "a heartbeat" into modern car culture, the company's self-produced program has aired less than ten episodes but is already set to spawn a spin-off series and is considering global syndication. Kovacs has been right on the pulse of car personalization since he was a teen. Growing up around East L.A, he was fascinated by lowrider culture and worked on the floor of a local rim shop at 18 years old.

"Growing up, you would see lowriders on the street all the time. And they ranged from Monte Carlos and Impalas to very different cars. For a while everyone looked at the 64 Impala as the traditional lowrider and then, as the popularity of car culture started taking off world wide, they started fitting wide wheels on everything - from Hyundai Excels to Honda Civics... and it transitioned. You started seeing Porsche rims on pick up trucks."



Photo courtesy of DUB

DUB Founder Myles Kovacs on set at The DUB Garage.



PARTNER NEWS

Kovacs explains lowriders were the gateway trend toward larger wheels, but then the scene moved into

what aficionados know as the 'dub market place'; the larger 20 inch wheels with chrome rims, the inspiration behind Kovacs' first-of-its-kind magazine.

Watching car customization grow from a niche lowrider scene to the coveted affluent lifestyle it represents now, Kovacs says the culture has come a long way from the aspirational pangs he first felt as a kid. "Cars in music videos have always been aspirational, but the scale of this has changed a great deal in the last 20 years. My whole life, I've seen a lot of different exotics and, growing up as a young boy, I've always wanted the 'General Lee' or the 'Batmobile'. Seeing those cars in movies was really cool."

"The sad thing is they are only \$35,000 cars. The next generation of kids aspire to have Bentleys, or they want Rolls Royces. Their goals are set really high. We're giving people hope and teaching them that there's a lot more available to them."

Although music videos have definitely contributed to the growing 'dub' culture, Kovacs says what has really brought the artform to the cultural forefront was not so much the tricked out cars in major hip hop videos, but the

THE DUB GENERATION

CAR CUSTOMIZATION COMES OF AGE — AN INTERVIEW WITH DUB CO-FOUNDER MYLES KOVACS

IF SHAQ DIDN'T HAVE AN ESCALADE ON 26" RIMS, SOCCER MOMS PROBABLY WOULDN'T BE DRIVING ESCALADES ON 22"S.

- MYLES KOVACS

Pirelli and the Ferrari Challenge



THE CONTINUATION OF A LONG AND FRUITFUL PARTNERSHIP BETWEEN TWO GREAT ITALIAN COMPANIES

IN 1993, FERRARI DEBUTED a special single-marque racing series called the Ferrari Challenge which allowed privateer racers the opportunity to compete with like minded Ferrari-enthusiasts on some of the best racetracks around the world. Ferrari chose Pirelli as the exclusive tire supplier for the series – and has remained so for nearly 20 years. This relationship highlights the tire maker’s attributes of competence and professionalism to Ferrari, the drivers and teams alike.

In 1994, Ferrari expanded its racing series to North America – giving privateer racers from the US and Canada a full-season of races and is the longest-running

single-marque series of its type in North America. The Challenge series has two separate classes – the 458 Challenge Series and the F430 Challenge. Owners of Enzo Ferrari-era vintage racers may also be eligible for the Shell Historics, which give owners of rare vintage race cars the opportunity to run them on the best tracks in the region.

The Ferrari 458 Challenge Series was specifically designed for Ferrari owners who seek to hone their skills in production-based, purpose-built Ferrari racers in a competitive yet friendly environment.

Cars used in the Ferrari Challenge retain the same overall appearance and

engine as road-going Ferraris, while incorporating a number of significant track-oriented modifications and a host of new features not previously seen in Challenge cars.

Authorized Ferrari dealer teams exclusively handle all preparation and support for the Challenge cars. Modifications are prohibited, and all engines are strictly stock and sealed to keep the emphasis on driver capability. Beginning this year, the 458 Challenge debuted Pirelli slick and wet tires in dedicated sizes, 255/650-19 at the front and 305/690-19 at the rear.

The F430s Challenge that race in the Ferrari Challenge in Europe and the United

States are fitted with 19” tires (235/645-19 at the front and 295/680-19 at the rear), a specific exclusive in the world of competitions: another demonstration of how closely Pirelli’s racing developments are connected to their P Zero road tire product.

In addition to the Italian, European and North American series, a new championship for the Asia-Pacific area will make its debut this year. The Asia-Pacific series will include events to be held in China and Japan.

The next North America Ferrari Challenge race will take place at Homestead Raceway in Florida, September 23rd-25th. For more information on the series and Pirelli Motorsport, please visit www.pirelli.com.



➤ GENERATION | continued from p.4

rides sported by major sports stars like Shaquille O’Neal.

“The Baby Boomers and older generations are not really fans of Snoop Dogg, they’re not fans of 50 Cent. But they’re fans of Shaq; they watch him all the time on TV playing basketball. I think the ball players have a lot of influence. If Shaq didn’t have an Escalade on 26”rims, soccer moms probably wouldn’t be driving escalades on 22”s.”

On the set of the DUB Garage, where the ‘Shaq Mobile’ was being built, Shaquille O’Neal’s request for Pirelli tires was almost expected. Kovacs says “A lot of the guys we build cars for request Pirelli; Pirelli is top tier.”

A big part of the Pirelli brand’s appeal is not only its premium appeal but

its versatility - there is a tire for every vehicle.

Kovacs remembers the early days of car customization when the Mercedes-Benz ‘Lorinser’ wheel was released, spawning countless knockoffs in the competition for the best rims. Kovacs says although Pirelli inspires the same following and has the same kind of luxe reputation, it also fits every type of customer. “Being such an aspirational brand, these guys gravitate towards it; they want to be a part of it,” he explains.

The DUB expansion is set to continue in coming months, with programs rolling out internationally and in multiple languages. Says Kovacs: “The first season has been a charm but we have learned a lot from this experience and it can only get better from here.”

➤ SEPTEMBER CALENDAR OF EVENTS ◀

Saturday	9/3	DUB Miami
Friday	9/9	Monza GP
Saturday	9/10	Monza GP
Sunday	9/11	Monza GP
Friday	9/16	WC Laguna Seca
Saturday	9/17	WC Laguna Seca
Sunday	9/18	WC Laguna Seca
Friday	9/23	Singapore GP FC Homestead FCA Infineon
Saturday	9/24	Singapore GP FC Homestead FCA Infineon
Sunday	9/25	Singapore GP FC Homestead FCA Infineon
Wednesday	9/28	Petit le Mans
Thursday	9/29	Petit le Mans
Friday	9/30	Petit le Mans



DEEP SOUTH DOIN'S 2011 PORSCHE PARADE HEADS TO SAVANNAH, GEORGIA

Porsche Club of America members from all over the US and Canada descended on Savannah to show, rally, race and enjoy all things Porsche during a week of fun, excitement and southern hospitality during the 2011 Porsche Parade.

Pirelli Tire North America was on-hand to support the event in its home state. Headquartered in Rome, Georgia, Pirelli Tire North America is just a day's drive from Savannah, one of Georgia's oldest and most historic cities.

Long one of America's favorite destinations, Savannah is located in the heart of coastal Georgia's Lowcountry. The distinctive park-like city with its magnificent architecture and storied antebellum homes, glorious houses of worship and cobblestone streets served as host to the largest gathering of Porsches in America.

This year's PCA Parade featured events throughout the week for club members including a Concours d'Elegance, the TSD Rally, an Autocross, the Tech Quiz, a Gimmick Rally, the Golf Tournament, an Art Show, RC events, a 5K Run and the National Awards.



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- 1 Pirelli hosted the Porsche Club of America's 56th annual meet welcome dinner.
- 2 Mark Shevitz hosted and presented the week-long festivities in Savannah, Georgia.
- 3 Rafael Navarro, VP Communications & Media Relations at Pirelli Tire North America, greets PCA members at the Welcome Dinner.



3

Photos courtesy of Porsche Club of America

PIRELLI SNOW PATROL

The Pirelli Winter Collection comprises different tires for city cars, medium powered vehicles, prestigious supersports cars, up to 4x4s used in extreme conditions.



PRODUCT

- 1** Directional tread pattern design with wide longitudinal grooves.
- 2** Optimized pitch sequence.
- 3** Thin sipe technology; reduced distance between tread sipes.
- 4** Siped longitudinal grooves.



- 1** Four broad longitudinal grooves.
- 2** Multi-edged tread blocks.

- 1** Internal area: inclined grooves to increase lateral grip and reduce noise.
- 2** External area: longitudinal grooves to reduce aquaplaning risk. Two ribs to increase tire rigidity.
- 3** Patented I.B.S. technology for sipe construction.



Winter SnowControl™ Serie II

The new winter tire developed to meet all safety requirements for 'city to compact cars' on roads in urban, country and mountainous conditions: providing high levels of safety in moderate to extreme weather conditions. Clean and green, these tires are great for compact city cars.

- Energy efficient and low noise
- Made from eco-compatible materials
- Excellent balance between dry, wet and snow performance

Scorpion™ Ice & Snow

Winter driving comfort and precision for SUVs, through water and snow. Excellent grip in a low-noise, low-temperature package.

- High resistance to aquaplaning, increased grip on snow
- Excellent water expulsion
- High stability and strength

Winter Sottozero™ Serie II

For demanding drivers, excellent performance for sports cars and medium-powered sedans with an asymmetric tread pattern that expels water more effectively than a summer tire below 45° F from the inner area whilst ensuring high grip on the snow.

- Safety on wet surfaces; enhanced handling in dry conditions
- Snow traction and riding comfort
- Improved grip for traction and braking performance; enhanced stability

Passenger Product Update

PZero				PZero			
IP Code	Size Description	List Price	O.E.	IP Code	Size Description	List Price	O.E.
2129300	205/45R17 84V r-f P ZERO	\$373.90		1929000	245/35ZR20 (91Y) P ZERO(NO)	\$764.30	Porsche 991 Carrera (F)
2016900	245/45R18 96Y P ZERO(AO)	\$604.50	Audi A4 Allroad	2103800	295/35ZR20 (105Y)XL P ZERO(F)	\$1,110.00	Ferrari FF (R)
2050800	225/35R19 88Y XL P ZERO	\$594.50	Volkswagen Golf				
PZero Rosso				PZero Nero			
IP Code	Size Description	List Price	O.E.	IP Code	Size Description	List Price	O.E.
2141500	255/40ZR18 (99Y)XL ROSSO	\$662.80		2052900	255/35ZR22 99Y XL NERO (e)	\$992.40	
2141600	285/35ZR18 (101Y)XL ROSSO	\$745.60		2052800	255/30ZR22 (95Y)XL NERO (e)	\$1,006.90	
PZero Nero All Season				Cinturato P7 All Season			
IP Code	Size Description	List Price	O.E.	IP Code	Size Description	List Price	O.E.
2134900	P235/45ZR17 97W XL NEROas	\$408.90		2038100	245/40R18 97V XL P7as	\$498.70	Volvo S80 / V70
2135000	P245/45ZR17 95W NEROas	\$429.70					
Cinturato P1							
IP Code	Size Description	List Price	O.E.				
2132700	195/55R16 87H r-f P1cint	\$294.40					
2145300	195/55R16 87V r-f P1cint	\$313.50					

LT/ SUV Product Update

Scorpion Verde				Scorpion Verde All Season			
IP Code	Size Description	List Price	O.E.	IP Code	Size Description	List Price	O.E.
1954100	255/55R18 105V S-VERD(MO)	\$505.10	Mercedes M Class	1862400	255/60R18 112H XL S-VEas	\$463.50	
				1953400	235/50R18 97V S-VEas	\$463.60	Volvo XC70
				1863900	255/40R19 96H S-VEas	\$511.20	Volkswagen Tiguan

ALONSO CLAIMS FIRST WIN ON PIRELLIS AT SILVERSTONE



FORMULA 1

MIXED CONDITIONS SEE PZERO BLUE FITTED AT START



1

FERRARI DRIVER FERNANDO ALONSO claimed his first win with Pirelli tires and his first win of the season at Silverstone in August at the British GP. Overcoming mixed conditions and huge pressure from his adversaries, Alonso claimed the 27th victory of his career and his first since the Korean Grand Prix last year.

The race at Silverstone started in damp conditions and ambient temperatures of 68 degrees Fahrenheit, with all the field using P Zero Blue intermediate tires. This meant, according to the regulations, that the drivers were no longer obliged to use both the P Zero Silver hard tire and P Zero Yellow soft tire during the course of the race.

Red Bull's Sebastian Vettel claimed the lead off the line from his team mate Mark Webber, who started from pole, while Alonso held his starting position of third. As the track dried out the drivers had to concentrate on preserving their intermediate tires, with tense battles for second place between Webber and Alonso, and fourth place, between Ferrari's Felipe Massa and McLaren driver Lewis Hamilton.

Mercedes driver Michael Schumacher was the first driver to pit for slick tires on lap nine bolting on a set of the Pirelli P Zero Yellow soft tires as well as a new nosecone, following a clash with Sauber's Kamui Kobayashi. He immediately started to set the fastest laps, indicating that the crossover point where it is faster to go onto slick tires had been reached. Vettel pitted on lap 13 for P Zero Yellows and rejoined without losing the lead.

But on lap 27 the German had a problem with the rear jack in the pits during his second stop and dropped to third, while Alonso took the lead. The Ferrari driver utilized a three-stop strategy to win the race, which was used

by all the top five finishing drivers. The highest-placed finisher to stop twice was Mercedes driver Nico Rosberg, in sixth, while Paul di Resta – classified 15th after a problem in the pits – was the only driver to use the P Zero Silver hard tires during the race. Sauber driver Sergio Perez claimed the best result of his career so far by finishing seventh, having qualified 12th.

Silverstone, which inaugurated a brand new pit and paddock complex this year, has the shortest pit stop penalty of the year, as a pit stop only costs around 14 seconds as opposed

> p.9

- 1 Formula 1 grid at Silverstone prepares to begin the race, all starting on P Zero Blue intermediate tires.
- 2 Jenson Button and his team overcoming some issues at the Silverstone circuit.



2

1 Currently, there are no American drivers in F1. The last podium by an American driver was Michael Andretti at the 1993 San Marino Grand Prix in Imola, Italy.

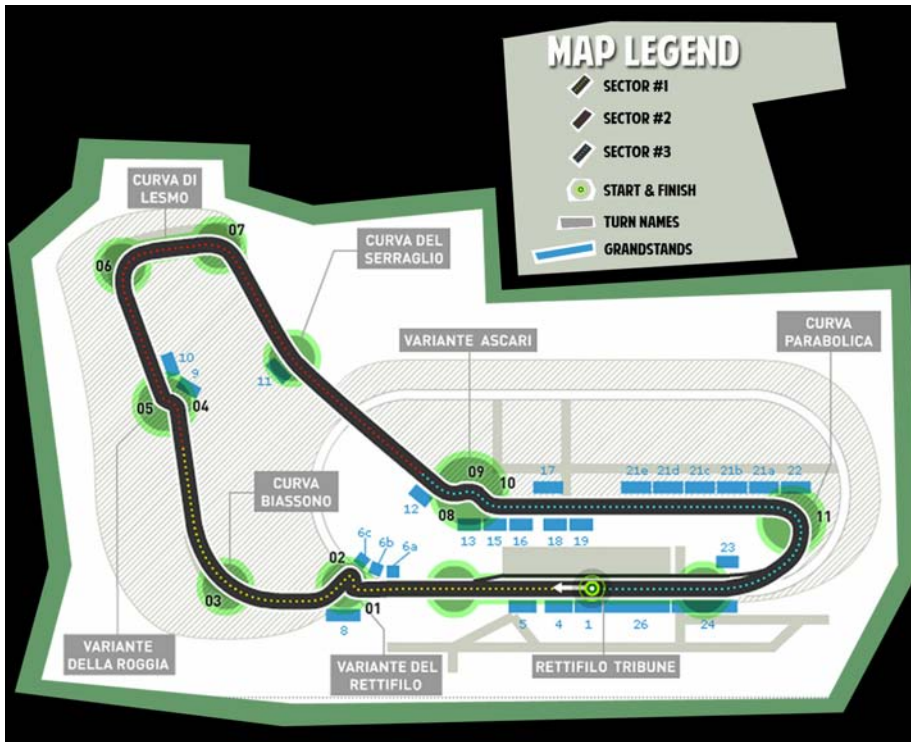
2 F1 aside, Pirelli is currently the exclusive supplier to over 50 of the world's most relevant racing series, including the FIA GP3, VW TDI Cup, Pirelli Driver's Cup, Ferrari Challenge and more.

3 F1 racing returns to the United States in 2012 with the all-new USGP in Austin, Texas. The last time F1 USGP was held on a purpose-built road course circuit was over thirty years ago at Watkins Glen, NY.



FORMULA 1

LA PISTA MAGICA: F1 Racing at Monza



MONZA is regarded by many as the embodiment of Formula One racing. One of the oldest race tracks extant, the Autodromo Nazionale Monza is located near the small town that bears the track's name – just outside Milan, and the corporate HQ of Pirelli. With a capacity of over 113,000 seats, the spiritual home of the Tifosi (supporters of Ferrari Scuderia) will surely be standing room only as the Italian GP comes to town. The 3.6 mile GP course is finished in asphalt, and Rubens Barrichello set the all-time lap record on the F1 course in 2004 with a single lap time of 1:21.046 driving for Ferrari – a time that both Ferrari and Pirelli will hope to best in the coming race.

Monza features several key corners such as the Curva di Lesmo, the Curva Parabolica, and the Variante Ascari. The track's high speed curve, Curva Grande, begins on a slow corner, but is usually taken flat out by Grand Prix cars. Monza is a full-throttle track with long straights and fast corners. Modern F1 cars can reach speeds of 231 mph on the track. Drivers will be looking for maximum speed and minimal downforce during the Italian GP at Monza.

Monza is known the world over as a fantastic example of a track that combines speed with skill. It has been host of some of the finest races of all time, and some of the sports greatest tragedies. Visitors to the track can take in the names of some of the great drivers and the sounds of racing engines from years past as they walk the tree line surrounding the track in the royal park.

For many there is nowhere that encapsulates the sport better than this circuit. The Italians call it 'La Pista Magica', the magic track, a description few would disagree with.

Practice for the 2011 Italian GP begins on Friday September 9 and continues into Saturday. Qualifying is Saturday the 10th, and the race begins Sunday, September 11.

➤ SILVERSTONE | continued from p.8

to 18 seconds or more at other tracks. This theoretically favors a 'sprint' strategy to keep the cars on fresh rubber as long as possible. Alonso ran for 13 laps on his final set of P Zero Yellow tires and 12 laps on his first set of P Zero Blue intermediates.

"Congratulations to Ferrari and Fernando Alonso on a fantastic race, 60 years after our first win with Ferrari at Silverstone," said Pirelli's motorsport director Paul Hembery. "We've seen some incredible driving and some great maneuvers. At the start of the race the P Zero Blue Intermediate tire proved to be competitive on a very varied wet and dry track for about 12 laps, which was a very impressive performance. We saw a combination of two and three pit stops per car, which is

exactly in line with our expectations, and the podium places weren't decided until the very final lap once more."

Before the start of the race, Fernando Alonso completed some demonstration laps at the wheel of the Ferrari 375 that won the 1951 British Grand Prix on Pirelli tires with Froilan Gonzalez, 60 years ago. The car is currently owned by Bernie Ecclestone, the President and CEO of Formula One Management.



Fernando Alonso bested all comers in his F1 Ferrari at Silverstone. A very nice win indeed for Ferrari.

A LEADER IN THE GENERAL'S ARMY

California's Rick Andrade builds beasts to win the Muscle Car War

Growing up into a car family in Brooklyn N.Y, Rick Andrade's father worked for General Motors and was a *big* GM car guy. A rebellious kid, Rick used to tell his father that Ford was better and faster - until he got his first car - a 69 Ford LTD 2 door with a 429 cubic inch engine.

The big Ford with the big engine just wasn't enough, and he soon switched over to Chevrolets, eventually obtaining the iconic '68 Camaro SS/RS 396 325hp coupe, starting an obsession with the marque that continues to this day.

"When GM decided to resurrect the Camaro, I was all in," said Andrade. "I was amazed at the amount of reliable power that could be made with modern technology. Chevrolet developed an awesome platform to build on and I had to have one. It was time for me to go back and rekindle the Muscle Car Wars."

Andrade is currently modifying his early production 2010 Camaro 2SS/RS - "Blue Monster".

"I took delivery of it in May 2009, and after three days and 250 miles I started modifying it," he added. "In its current state of tune it makes 713 hp and 647 lbs. of torque. The list of powertrain modifications includes a Magnusson supercharger, Roto-Fab cold air intake, ADM fuel system and cam, Dynatech long tube headers, and a Magnaflow 3" competition series exhaust. The car also sports a Snow Performance Methanol injection stage 3 kit to ensure fuel quality, a Centerforce twin disc clutch, and various other goodies to make big power.

Getting all that power to the ground requires a complete Hotchkis Race Pack suspension system, Energy Suspension's solid poly bushings throughout the front/rear suspension, rear sub frame, and differential, Axiom AX-601 3 piece forged wheels and of course, Pirelli P-Zero 275 & 305ZR20 ultra-high-performance tires.

"For the interior I recovered the factory seats in Katzkin's Tuscany leather with perforated suede inserts and the headliner was custom stitched by





When GM decided to resurrect the Camaro, I was all in. I was amazed at the amount of reliable power that could be made with modern technology. Chevrolet developed an awesome platform to build on and I had to have one. It was time for me to go back and rekindle the Muscle Car Wars.

— RICK ANDRADE

Frazier's auto upholstery in black suede and the same silver suede as the seat inserts," Andrade continued. "It also has a Hurst short throw shifter with the old school style T-handle. I have also added a RPM 6 point roll cage, required by the NHRA (National Hot Rod Association) if you go 11.49 or quicker in a ¼ mile race. I installed a Schrader Performance rear seat delete kit to try to make up some of the weight I gained when I added the roll cage. Lastly, while I had the interior apart, I covered the inner body shell with Cascade Audio's lightweight sound dampening materials to keep it livable on the long road trips as well as improve the audio sound."

The exterior features IVS front and rear spoilers and rear diffuser, Street Scene side skirts, T-Rex phantom upper and lower grilles, and a Siebon carbon fiber hood that allows the cold air intake to suck air in through the left hood vent. Andrade had Prestige Auto Collision in Mission Viejo, CA refinish the Camaro in its original color, aqua blue metallic

with Andrade's own version of the RS stripes done in a custom mixed metallic black with just a little bit of blue pearl mixed in it to make it pop in the sun.

"Having over 700 hp under my right foot is hard to harness with any street tire, but the P-Zero's are awesome with a great looking sidewall and tread pattern," boasted Andrade. "As far as performance goes, they come up to temperature quickly at the track; they are consistent, and they wear really well. The Camaro is a heavy car and I have pushed mine to the limits (and beyond once or twice) and these tires do not give up. This car is driven to all its events – in actuality, it's the car I take on all my longer road trips; it's comfortable and still manages 24 mpg, the best of all my cars."

When the time came to choose his tires, Andrade did a lot of research. "I made my decision based on two things - Pirelli's reputation and the fact that GM worked with Pirelli to design and build a tire that would work best with the Camaro's suspension," added Andrade.

"Pirelli has always been primarily known to build a quality high performance tire, as evidenced by their racing heritage. GM and Pirelli engineers spent a lot of time developing this tire for the Camaro, and I think they may know a thing or two more than me about tires, so in the end the choice was easy."

Andrade's "Blue Monster" Camaro has been a staple at the last two SEMA shows in Las Vegas – sporting Pirelli rolling stock at each show. Big plans are afoot as he will soon be working on a 2012 45th Anniversary Camaro 2SS convertible.

"The 2012 car will be a special build for my girlfriend, making in the neighborhood of close to 600 hp," Andrade concluded. "It will debut at SEMA this year then after that – look out people, she is going to be doing track days and car shows. The Blue Monster will also be at SEMA this year for its third time, after a minor freshening up. We are going to have his & hers Camaro SS's!"