



Truck

No. 11 FEBRUARY 2012 – The magazine for the transport professionals

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FW:01
TW:01



Winter Grip



High Retreadability



Energy™ Efficient



Low Noise



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PIRELLI SERIE:01 WINTER TYRE: THE NEW TRUCK TYRE GENERATION.

You are not the only one to think about your safety, Pirelli does it as well. This is why Pirelli **FW:01** and **TW:01** have been created: the latest technology that gives you grip, traction and reduced braking distance with no compromise on mileage.



POWER IS NOTHING WITHOUT CONTROL

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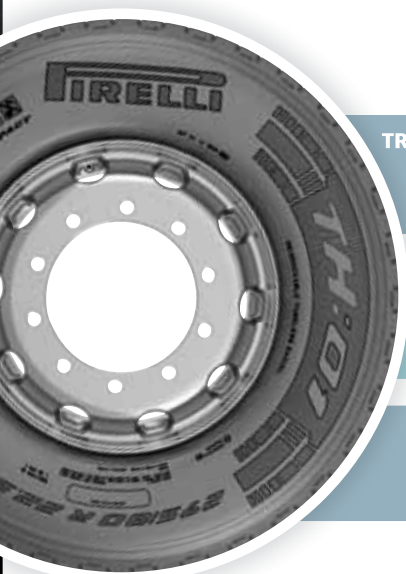
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Destination: the Future

The Interview

Francesco Gori

chief operating officer Pirelli & C.



Over €400 million to be invested from now until 2014. That's a record figure, the lion's share of which will be invested by the Truck division, on which Pirelli is focusing for emerging markets. So much so that the company is building a new plant in Argentina. The goal? Two billion in annual revenues for the industrial segment by 2015. The marketing strategy is not just theory, but is based on a very solid foundation: innovative ideas, quality products, efficient service

Simona Gelpi

In November, Pirelli presented its targets for 2015. What will the company be focusing on to face the coming years in terms of the market for truck tyres?

"The company's plan is based mainly on the growth forecasts for the most rapidly developing regions, as this strategy has also proven to be successful in the past. Pirelli has always posted

greater growth than the competition in emerging markets (from South America to the Middle East). In 2011, investments (of just under €100 million) went to technology and production capacity, and now we are in a position to go to market with a new generation of highly innovative products: the Series O1 line. Of course, we also need to keep in mind that, compared to the consumer market,

the industrial segment over the medium term is highly cyclical. Nonetheless, emerging markets are managing to post very strong rates of growth. This philosophy is complementary to the decision not to invest in North America, but rather to focus our resources on our own "natural markets". In part this is because, in order to be best in class, a company has to be selective."

Pirelli's objectives also include that of introducing new products based on the latest generation of SATT technology. Could you explain that?

"SATT technology is the latest evolution of Pirelli's patented Zero Degree technology of the 1970s. Truck tyres need to adapt to the specific needs of each country, and SATT technology (which is actually more a "technology family") is perfectly suited to this need given that it is highly versatile. Indeed, our goal now is to extend it to all of our products. The benefits? There's a full range of them: reduced rolling resistance, lower fuel consumption, greater retreadability, greater driving performance, lower CO₂ emissions, less weight, ... In short, the tyres have greater eco-performance."

What other changes are on their way from R&D in terms of materials, products and technologies?

"The latest innovation is the Tyre Monitoring System (TMS). Basically, this creates an "intelligent tyre" equipped with a sensor that can constantly and automatically measure data such as tyre pressure and temperature. This

In May, the company is to begin selling the "intelligent tyre", which is equipped with a sensor to automatically measure data such as tyre pressure and temperature

data is then gathered and sent to fleet headquarters over the wireless phone network. But it can also be sent to the truck's on-board computer. The entire system falls under the Cyber Fleet umbrella to emphasise functionality at the service of safety and cost optimisation for fleet managers. Actually, the competition hasn't just been standing there watching us. They've been working hard on this new technology, too. But Pirelli wants to go even farther. Our

edge will lie in being able to also track tyre mileage with the help of GPS data and then schedule periodic maintenance more accurately. We should be ready for distribution in South America by as early as September, following a period of testing with a number of fleets starting in Brazil in just over a month and in Europe in March."

In addition to developing new products, are there plans for more industrial investment?

"Of course, and quite a lot of it. For the period 2012-2014, Pirelli has made plans for more than €400 million in industrial investments. That's a record figure, the lion's share of which will be going to the truck segment, followed by steel cord and the Agro divisions. This shows how firmly the company believes in the potential of this segment. Naturally, our focus will be on South America as well as the Middle East and Africa (MEA). In particular, there are plans to build a new plant in Argentina, which is the leading producer of farm commodities. At present, agro accounts for roughly 12% of the entire industrial segment, and this is concentrated mainly in South America. Pirelli is number one in this region, and we intend to stay in first place. Investment is a must, also because of the target we have set for ourselves: to achieve two billion in annual revenues for the industrial segment by 2015."

And what changes will there be in terms of fleet support and personalised services?

"With regard to our breakdown service, in Europe we have just signed an agreement with EBTS, a company with a network of some 5,000 dealers able to provide around-the-clock road service (24x7). And this network continues to get stronger. In South America, too, we are making moves in this direction. In the area of fleet management, our

For retreads, an agreement has been signed with Marangoni, which is to be producing the belts based on Pirelli designs

support teams periodically inspect vehicles to check tyre pressure and tread wear. The information gathered is then stored in a database and shared with the fleet managers. In this way, we are able to calculate the effective cost per kilometre for each vehicle. This is a practice that is now commonplace in Europe (particularly in Germany). In Brazil, too, the service is the same for the larger fleets. Nonetheless, the service is also provided for mid-sized fleets through the dealers. With the Cyber Fleet system, many of the operations that are being done manually will be done automatically and at a lower cost, thereby providing customers with even greater savings and more professional control over costs.

Which brings us to retreads. Here we've signed an agreement with Marangoni, a company that will be producing the belts for Pirelli retreads based on our own designs. With this agreement, we now have 114 certified Pirelli retreaders around the world (roughly 80 of which in Brazil alone). Indeed, what's important for us is to demonstrate the retreadability of our tyres and the quality of our carcasses and to certify those who handle the actual retreading. In this way, we can save money (that can be invested elsewhere) without taking anything away from service quality." 



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BEST PRACTICE / INTERVIEW WITH MAREK BIESIEKIERSKI

The Expedition of the Thousand

That's the number of trucks in the fleet of the Polish firm Pekaes, which switched to Pirelli tyres last July. The company is making giant leaps forward since its listing on the Warsaw stock market in 2004

Francesco Orsenigo

"The decision to switch to Pirelli was a recent one, just last July, but we are already very satisfied, and we will certainly be developing the relationship further." These were the words of Marek Biesiekierski, chief operating officer (COO) of Pekaes, founded in 1958, listed on the Warsaw stock market since 2004, and now one of Poland's leading transport firms.

What was it that brought you to Pirelli?

"Many things. First, we looked at Pirelli because of its strong corporate image,

We operate throughout Europe, but Russia is our most promising market

which could have made a good business card to show to our clients. Italian quality and the company's presence in F1 played an important role initially. But this, of course, wasn't all we needed. We are satisfied with the good value of the

company's tyres. They aren't the cheapest on the market, but they ensure excellent mileage, making the cost per kilometre very attractive. We received immediate confirmation of the benefits of our decision when we looked, for example, at the rate of tread wear and the fuel consumption of the first trucks we equipped with Pirelli tyres."

How large is the Pekaes fleet?

"We operate with just over a thousand trucks, 175 of which we own directly. Our goal for the short term is to expand our fleet to up to 2,500 vehicles by in-

creasing both our partnerships with local transporters. We intend to replace tyres progressively as it becomes necessary to replace those currently being used and to equip 100% of our fleet with Pirelli tyres in the near future. More specifically, at the moment we are using the models 435/50R19.5 ST01, 295/60R22.5 TH88 and 315/60R22.5 FH88, which are the best suited to our trucks."

Which markets do you operate in?

"Throughout Europe, from Spain to Scandinavia. But it's also true that our business with Russia is growing all the time. We were quick to see the potential of this market, and it's providing us with good profit margins. Trade relations between Poland and Russia are also developing fast, so now 40% of the trucks we own are being used there. In terms of the types of goods we transport, we have a strong presence in the area of trade fairs in particular, transporting furnishings for events of all kinds. But we are well positioned in all areas of transport, even in high-value goods."

What is your policy in the area of safety?

"Safety is a priority for us. We are convinced that investing in this area is also of great value financially. Until very recently, we've been taking advantage of the school of Economics and Safety of the company from which we acquire all of our trucks [Iveco], but following recent agreements with Pirelli, we are about to begin using their specific training packages." 



Moments of glory / Stage by stage, the Pekaes story

1958

Pekaes International Car Transportation Company was founded on 22 December 1958.

1982

PEKAES becomes a corporation.

1991

The company reorganises to become a holding company. PEKAES Auto-Transport SA is the primary entity and the strategic core of the group.

1991-1999

The PEKAES group broadens the scope of its services by offering logistics support and sales services, in addition to its domestic and international transport services.

1999

PEKAES Auto-Transport SA becomes PEKAES SA.

2004

PEKAES SA becomes listed on the Warsaw stock market.

2005

The company's stock is acquired by AKJ Capital Logistics, a logistics-focused private equity fund.

2006

The process begins to merge the various companies of the group.

2008

De Point SA, a development firm, is established as a wholly owned subsidiary of PEKAES.

2009

2009. Kulczyk Investments, the international investment company, takes a majority stake in PEKAES

2010

In June, PEKAES is declared to be the leader in Poland in terms of revenues from road transport services by the Polish newspaper Rzeczpospolita. Three months later, PEKAES is named a 'premium brand' among corporate investors, an award that was given to just seven publicly listed companies in 2010 in recognition of their excellent reputations on the equity market. Last November, the PEKAES group reported consolidated revenues of PLN 412.3 million, up from PLN 347.8 million for the same period of 2009. EBITDA (earnings before interest, taxes, depreciation and amortisation) came to PLN 3.5 million on gross profit from sales of PLN 40.3 million, for growth of 41.1%.



ON DISPLAY / G:01 LINE

One tyre that's as good as two

Who says that a single tyre can't excel both at the construction site and on the road? Pirelli has pulled it off with a new line that both stands up to stresses of off-road work and is "thrifty" on tarmac. An innovative product protected by two patents

Valeria Aiesi

When a truck is always used on the same type of surface, selecting the right tyre is relatively simple. Quiet, low rolling resistance and, preferably, light weight if the tyres are to be used mainly on motorways. Strong, cut and puncture resistant and with excellent grip on difficult surfaces if used off-road. Fine, but when it's a truck used on construction sites after long hauls on tarmac, what then? Are

you forced to make compromises? Not necessarily. You just need to pick the right tyres. Like Pirelli's G:01 series, tyres

Pirelli has revolutionised the mixed road/work-site application

that have revolutionised the mixed road/work-site application. Indeed, the models FG:01, for steering axles, and TG:01, for drive axles, provide high levels of resistance to cuts (25% greater than the previous lines) and excellent grip in all conditions. This makes them ideally suited to use on construction vehicles. But at the same time, they are durable and quiet when used on the road. Compared to traditional models, they last 25% longer on tarmac and are also 10% more retreadable.

Patented safety

The combination of all of these features makes for greater efficiency, but also greater safety and respect for the environment. This performance has been achieved thanks to the latest generation of the SATT™ structure and to two Pirelli patents related to the TG:01 in particular, and its tread design specifically, which features elements that protect the tyre on construction sites and prevent rocks from becoming stuck in the treads as well as the "step" geometry of the tread block walls, which both enhances the expulsion of unwanted material and increases grip. But research and innovation have also gone into the two different rubber compounds used in the tread belts. The external compound ensures greater scratch resistance, greater durability, regular tread wear, and grip on both dry and wet surfaces. The internal compound, in turn, provides low rolling resistance as well as greater tyre integrity and longer life. Both compounds feature a high silica content and have been designed to keep temperatures down and to thereby ensure greater durability. **T**

G:01 Line. Simply indestructible

The G:01 models ensure 25% greater resistance to cuts over the previous versions, while at the same time providing greater mileage and reduced noise for greater driving comfort.



FG:01

13 R 22.5

315/80 R22.5

295/80 R22.5

TG:01

13 R 22.5

315/80 R 22.5

295/80 R22.5



It's in the structure

One of the keys to the success of Pirelli's new tyres is the latest generation of the SATT™ structure, which ensures high performance in terms of both durability and reliability. These are the main characteristics of the structure.

Three Sandwich Belts (3SB).

The three overlapping "sandwich" belts, which lengthen tyre life, provide consistent performance and retreadability, and improve handling.

Dual layer tread compound (DLTC).

A dual-compound system: an external compound optimised to increase mileage and grip and reduce braking distance; and an internal compound, which reduces rolling resistance and gives greater integrity to the overall structure.

Hexagonal Bead Wire (HBW).

A bead wire that provides the utmost in flexibility for tyre fitting, enhances retreadability and ensures temperature stability and, therefore, tyre life.

Fully Rubberized Cord for belt (FRC).

For belts. The fully rubberized cord for the belts prevents rust and provides greater durability and tyre life.





ON DISPLAY / H:01 LINE

Greater mileage, more comfort. And the environment is grateful

With Pirelli's new line of tyres, fuel savings are guaranteed thanks to the low levels of rolling resistance, which comes with better grip and a quieter ride. Plus one more important benefit: a reduction in CO₂ emissions

Valeria Aiesi

H:01 Line. Quiet, we're on the road...

Designed for long-haul transport, the H:01 tyres stand out for their minimal tread wear and low levels of rolling noise (as much as 30% less).



FH:01

385/55 R 22.5

295/60 R 22.5

315/60 R 22.5

305/70 R 22.5

315/70 R 22.5

295/80 R 22.5

315/80 R 22.5



TH:01

295/60 R 22.5

315/60 R 22.5

305/70 R 22.5

315/70 R 22.5

295/80 R 22.5

315/80 R 22.5



More mileage, less fuel. This, in short, is the philosophy behind the Pirelli H:01 line of tyres, i.e. FH:01 for steering axles and TH:01 for drive axles. In both cases, the tyres have been designed for long-haul transport on motorways or other major roadways and all feature low rolling resistance. Practically speaking, this means lower fuel consumption and greater tyre durability, given that tread wear is kept to a minimum. But the benefits don't stop there. In addition to low operating costs, the H:01 line ensures high safety standards and a very quiet ride. All of this is thanks to the tyres' innovative structure, which also provides for a high degree of retreadability, and the new nano-enhanced compounds. For example, compared

to the previous lines, the H:01 models improve mileage by up to 15%, while improving rolling resistance by as much as 30% (in the case of the TH:01 tyres). But that's not all. Rolling noise has been reduced (by up to 30% for the TH:01s), and grip has improved by a full 10%, in both dry and wet conditions. So even in the rain, the tyres feature Pirelli's high standards in terms of braking distance, grip and traction, all of which are essential for driving safely.

Applied technology

This excellent performance has been achieved through the use of innovative technologies. Such as the latest SATT™ structure and the new, deeper tread patterns, which have been designed to ensure wear uniformity, grip, low noise levels, and low operating costs. All of this, of course, without sacrificing on

safety. The new "wave" geometry of the grooves in the FH:01 tread ensure precision handling, whereas the directional tread pattern of the TH:01s provides greater grip on both wet and dry surfaces. So it is not by chance that buses are one of the "ideal" applications for these tyres. As mentioned, another contributor to these results is the new formulas of the tread compounds (for which two Pirelli patents are pending), which have been enhanced with a high content of silica and nanocomponents. The profile, siping and shape of the tread blocks do the rest, while ensuring low rolling resistance, which then means lower CO₂ emissions. In other words, it's a product line designed to improve the lives of truck drivers, both in terms of ride comfort and in terms of their wallets. All with attention paid to the environment, as well. **T**

EVENTS / TRUCK SAFETY DAY

Safety on Stage in Livigno

Chosen specifically for its low temperatures and its ice driving school, Livigno made the perfect location for testing Pirelli's new winter tyres, the W:01 series. The new tyres were the stars of the show, but they were also joined by Cyber™ Fleet, a sensor system which measures tyre pressure, temperature and mileage and helps to achieve great savings in operating costs and to reduce fuel consumption. The (green) future is here

Paola Pignatelli



Safety first and foremost. More than the various features of a new product, this is what we need to focus on, and Pirelli is well aware of this. So much so that last year the company became one of the signatories of the European Road Safety Charter (ERSC), and various projects have arisen since then, because good intentions mustn't remain mere intentions, but must be put into practice. Examples of this include courses for consumers and resellers, prevention campaigns, seminars, and "mobile workshops" for free tyre checks on the road. Yet another example was the organisation of Truck Safety Day in January, when safety was the topic of the day, with a particular emphasis on one aspect that often puts safety at risk: winter climate and all that goes with it (ice, snow, low visibility, and so on). And the location for the event could not have been more appropriate: Livigno, at an altitude of over 1,800 meters in the Italian Alps. Here, freezing temperatures are guaranteed throughout the winter, and there is even an ice driving school where driving tests can be held in complete safety. And it was on the school's (one kilometre long and 12 meters wide) ice track that Pirelli's new winter tyres were put to the test, with the participation of some 80 guests from Italy, Germany, Austria and Switzerland, including dealers, fleet managers and the media.

Winter is no joking matter

For the truck industry, there is no European regulation governing the characteristics of winter tyres beyond the M+S (mud and snow) standard for tyres designed for slippery surfaces, but which perform much better in the mud than in the snow. In addition to the company's keen focus on safety generally, this is why, in Livigno, Pirelli wanted to demonstrate, in real-world conditions, the superiority of its tyres developed specifically for the winter.

The sun was shining, but the temperature was at a brisk -12°C, and the trucks were subjected to a series of tests "wearing" either Winter W:01 tyres or Summer H88 tyres in order to compare traction, acceleration, braking distance, and turning on compact snow. As the testing progressed, Pirelli technicians explained the various performance dynamics and reported the results in

real time. And what results they were! Naturally enough, the W:01 tyres were far and away superior (and so safer) than the others. The deep, dense siping and the optimal pattern of grooves and tread blocks ensured excellent "snow-on-snow" grip, thereby reducing braking distance and maximising tyre traction. The Series 01 (with its FW:01 and TW:01 versions for steering and drive axles, respectively) is ideal for mid- and long-range transport at temperatures below 4°C, and compared to the pre-

The tread pattern of the TW:01 has been designed to trap high quantities of snow, thereby ensuring optimal "snow-on-snow" grip

vious lines they provide 20% greater mileage, 30% better retreadability, 20% greater grip in the snow, and 10% greater grip in wet conditions.

A question of form

The tread pattern of the TW:01 in particular has been designed to trap high quantities of snow, thereby ensuring optimal "snow-on-snow" grip for both the back tyres and, essentially, for the entire



vehicle. In addition, the dense system of siping and the block-to-groove ratio of the tread pattern provide high levels of acoustic comfort, making the tyres particularly well suited for use on buses. The tyres also have three important characteristics in terms of structure: three sandwich belts (3SB), which are the superimposed belts that lengthen tyre life, offer consistent performance, retreadability and improve handling; dual-layer tread compound (DLTC), i.e. an external compound optimised to increase mileage and grip and reduce braking distance and an internal compound that reduces rolling resistance and gives greater integrity to the overall structure; the hexagonal bead wire (HBW), which provides the utmost in flexibility for tyre fitting, enhances retreadability and ensures temperature stability and, therefore, tyre life; and the fully rubberised cord (FRC) for belts, which prevents rust and provides greater durability and tyre life.

Pressure under control

Although the real-time presentation added some steps to the process (during Truck Safety Day, the tyres were



changed after each test, and between tests the spectators had to move from the track to covered area for the actual explanations), the guests remained very much engaged in the event.

And why not? They had every reason to keep their eyes open. One such reason was the entrance of the Cyber™ Fleet system. Indeed, the Livigno event was the perfect opportunity to present

this new solution. Safety means more than just choosing the right tyre for the surface conditions. It also means keeping things such as tyre pressure and temperature under control (in order to be able to correct any anomalies in a timely manner). And this is precisely what Cyber™ Fleet does. A tyre-mounted sensor (TMS) inside the tyre measures the condition of the tyre (and the

geographic position of the vehicle) in real time and communicates this data to both the driver and the fleet manager, so that the fleet manager can remotely oversee the entire fleet and decide when any intervention is necessary.

A remarkable innovation, this chip is mounted directly onto the tyre, not on the valve or on the rim. This provides the added benefit of being able to determine how many miles the tyre has travelled.



In order to experience this first hand, guests were invited to take a short ride on a bus equipped with these new intelligent tyres. A number of monitors inside the bus displayed the data as it was measured by the sensors. This proved to be a unique experience that gave many guests the impression of being able to “talk” with the vehicle.

A “green” move

But the benefits of Cyber™ Fleet don't stop there. While it is true that tyres that are kept under constant surveillance

Here's how the tests were run

Four tests were held involving trucks equipped with Winter W:01 and Summer H88 tyres. This is how the tests were conducted. The results are shown in the related graphics.



1

Traction test.

This measured the amount of tyre spin. The test was conducted by connecting two vehicles with a bar equipped with a dynamometer (to measure the force being applied). The vehicle in front - fitted with the tyres being tested - tries to move forward. The vehicle in the back holds down the brake. Various measurements are taken at progressively greater RPMs of the engine.

Brake test.

The vehicle, moving at a speed of 40 km/h, hits the brakes hard. On board, there is a device (VBOX) that measures the exact distance covered from the moment the ABS kicks in to when the vehicle comes to a complete stop.



2



ensure greater safety, it is also true that proper maintenance lowers operating costs (by up to €1,500 per year per vehicle). Fuel consumption declines, and the tyres last longer. And the environment will be grateful. Especially given that, on 23 January, Pirelli signed a voluntary agreement with the Italian Ministry for the Environment during Sustainability Day, which was held at

the company's Bicocca facilities. This agreement establishes an important commitment, that of reducing the impact on the climate caused by the manufacture and use of Pirelli tyres. Putting it in numbers, this means cutting CO₂ emissions by 15% and reducing specific water use by over 50% by 2015. The new W:01 tyres are already more durable than the previous line, and this

results in a significant reduction in the use of raw materials and the energy consumed in manufacturing tyres.

"Nowadays, when we talk about sustainability, we speak, first and foremost, about the technology that makes it possible to continue improving the quality of our lives," said Pirelli chairman Marco Tronchetti Provera during the event. 



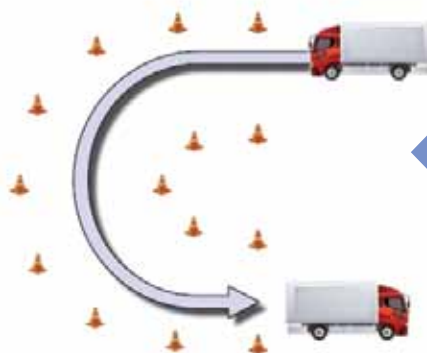
3

Acceleration test.

Also for this test the vehicle is equipped with a VBOX. From a virtual standstill (5 km/h), the device measures the distance required to reach a speed of 35 km/h. This tests the grip of the tyres being used on the drive axle.

Grip and slalom test.

The vehicle attempts to complete a slalom course at a constant speed. The test is run at increasing speeds (30, 40 and 50 km/h) until the vehicle is no longer able to stay on the course.



4

STRATEGIES / INTERVIEW WITH MARCO SOLARI

Trust is Serious Business

And Pirelli has earned trust abroad with precise market strategies: focusing on product quality and eliminating any easy-market tactics. The result? In Germany, sales have quadrupled in three years

Ettore Pettinaroli



In Germany today, we are seen as a partner for the future. Now that's a reason to be proud!" **Marco Solari, Europe & MEA sales director for the Truck unit of Pirelli Tyres**, makes no effort to hide his pleasure in the success being seen in one of the most important markets he is responsible for. This success is not by chance, but is the result of a precise strategy aimed, first and foremost, at earning a reputation for being a professional, reliable partner. "For example, we have been working on the quality of information and have removed all traces of easy-market tactics from our method of operations.

Our German customers have appreciated this and have understood that it's best to purchase tyres at a known price, even if it's not always the best price on the market. I mean, Pirelli doesn't resort to destabilising business tactics, and in three years, we have both earned a reputation for being professional and attentive and quadrupled our sales volumes." The German market is not an isolated case. Very encouraging results have also been seen in Austria, Switzerland and Italy. "In Italy, we have reached breakeven without losing market share by eliminating unprofitable channels and investing heavily in the value chain," Solari continued. "We are also posting sharp gains in market share in northern Europe."

The turnaround in positioning for the Pirelli brand in Europe is tangible and not at all by chance. "To overcome our challenges in a market as competi-

tive and complex and with such high fixed costs as we have here in Europe, we needed precise decision-making and readily recognisable strategies. In Europe, proper positioning wasn't, and isn't, enough," Solar explained. "We

Nowadays, proper positioning is no longer enough

needed to do something much more complicated, which was to establish, together with the rest of the value chain, commercial strategies that would provide benefits over the long term. So we focused on reliability and worked to ensure great stability for the local supply chains, thereby increasing customer confidence. Today, we are recognised as being best in class in terms of supply chain management. In addition, we are able to offer products that always meet expectations, which is essential in a market as quality oriented as that of truck tyres is. We offer fleet managers products that are technically appropriate and that meet all of the various needs of the market."

Now, it's no longer important if the tyre's price is not what is driving the buying decision. "The fact that we want to make money needs to be clear and understood," Solari underscores. "We provide a high-quality product and ensure reliability and price-list stability, while sharing both the benefits and downsides with the rest of the value chain. We don't lower prices and erode

the value of our customers' inventory, and we don't take part in, or allow, product dumping. Our prices are consistent throughout the continent, with price variations from one country to another of no greater than 5%. At first, this may have appeared overly ambitious, but the market has rewarded our ability to stay the course with conviction."

But once the market understood, and agreed with, these strategies, one more step forward was necessary. Marco Solari continued, "As I was saying, in Europe we see a countless number of distribution models. Therefore, our current commitment is to adapt our model to the various markets, but without eroding its core nature. No market should be approached without forethought, but rather with a customised plan of attack. Nowadays, a tailor-made approach is a must, and we need scientific rigour to understand the various needs to be met."

In Poland, selected as a bridgehead into eastern Europe because of its significant rate of growth, Pirelli has, for example, established a parallel supply chain to the one that was there before and has signed special agreements with local distributors that makes it possible for them to act in the name and on behalf of Pirelli. "In actual fact, we still have to decide how to approach eastern Europe, which is still not particularly ready for premium products, so we are studying the most appropriate business models and how to apply them. But there is no doubt that this will be an important playing field for the future." 



TRANSPORT DESTINATIONS / HAMBURG

Where the sailors go - Shelter from the storm (Bob Dylan)

One of the world's leading stops for container shipping, more recently it has also become a destination for cruise ships. Despite the fact that it's situated on a river, the Elbe, Hamburg has always been a vibrant hub of maritime activity.

Now the city also has a successful tourism industry

Simona Gelpi

The North Sea is over 100 kilometres away, but the breadth and depth of the river Elbe, a true watery superhighway, has made Hamburg a safe harbour for both cargo vessels and, more recently, cruise ships. But it's best if you get there well before boarding time because Germany's second largest city warrants a much longer stay, one which is sure to both surprise and reinvigorate. In fact, over the last couple of decades, Hamburg has been given a complete facelift. Once just a chaotic, polluted metropolitan port, by 2011 this ancient city was even

able to win the title of "European Green Capital", a place for a pleasant bike ride to visit monuments and over 70 museums and where you can even enjoy some sailing on the Binnenalster and Außenalster artificial lakes, formed by the river Alster and both right outside the city centre.

The list of attractions is a long one: St. Michael's Church (St. Michaeliskirche), the town hall, the Krameramtsstuben (an ancient road featuring the houses of the shopkeepers' widows), passageways, the network of canals and gardens around the two lakes, and the Blankenese district along the river Elbe with stairways that would fit right in on the Amalfi Coast, all of which make very popular postcards. But it is the harbour which remains the heart of Hamburg, as well as its main attraction. The most evocative feature of this vast

area is the Speicherstadt (literally "City of Warehouses", i.e. the warehouse district), a complex of red-brick buildings with Gothic pinnacles and turrets, most of which have been restored and made into either homes or museums. The latter include the must-see Maritime Museum, with all you need to know about sea travel and vessels, and the Speicherstadt Museum, which maintain the atmosphere and function of the old dock warehouses.

In addition to equipment, tobacco and spices, the museum also boasts one of the world's largest collections of oriental rugs. Not far from here is the innovative HafenCity, which features modern architecture and where construction is almost complete on the futuristic Elbe Philharmonic Hall, designed to look like a crystal sail (110 metres tall) to underscore the city's seafaring roots. [▶](#)

Last year, it was
named the Green
Capital of Europe

OUT OF BRUSSELS

An “ID card” for tyres

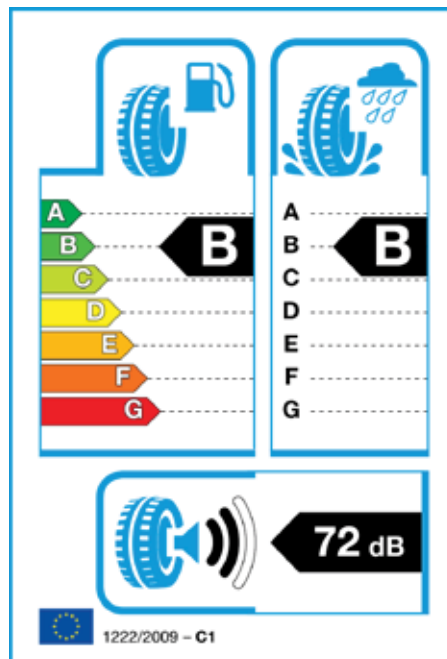
Being called “Eurolabel” in Italy, the system will be used to classify tyres based on rolling resistance, wet grip, and rolling noise and will be mandatory as of 1 November of this year

Ettore Pettinaroli

Operation “transparent tyre” is on its way. Beginning on 1 November 2012, it will be mandatory for tyres on display in points of sale to include labelling that provides consumers with clear, easy-to-understand information on what they are about to buy. This Eurolabel (as it is being called in Italy) will make it possible to rank tyres based on three criteria: rolling resistance, wet grip, and rolling noise.

For the first two categories, there will be a seven-level grading system ranging from A (green, indicating the best) to G (red, indicating the worst), whereas rolling noise will be specified in decibels. “From now on, customers will be able to compare products and make even more informed choices,” explained Marco Spinetto, responsible for industrial standards and government regulations for Pirelli. “This is resulting in a full-out race among tyre manufacturers, particularly in the truck segment, to achieve the most rewarding perform-

It has also required a great deal of testing in order to classify each individual product



ance levels.” The introduction of this labelling system, which has been developed by the European Commission with the help of the manufacturers themselves, in the hopes of establishing clear, innovative rules regarding safety and the environment, has meant a great deal of effort for manufacturers in terms of tyre design, but also in order to acquire the required testing equipment and to develop the specific skills needed. “Companies have equipped

themselves to measure these performance levels and to properly self-certify their products, but it has been necessary to standardise the parameters, the lab equipment used, and the measuring techniques adopted by each manufacturer,” Spinetto explained.

“It has also required a great deal of testing in order to classify each individual product and to establish the grading window. In any event, the quest for ‘green’, which is implicit in the new labelling system, is nothing new for Pirelli. For some time now, we have been focusing our research on the goal of producing tyres with a low environmental impact while also constantly improving all other aspects of performance.”

The labelling requirement for truck tyres will apply to tyres manufactured on or after 1 July 2012 and distributed after 1 November 2012 and will not apply to retreads. But the Eurolabel could make its appearance on tyres as early as the beginning of summer. “Our products are all already at the levels required,” Spinetto underscores, “but in order to definitively establish the grade of each tyre, we have had to wait for the latest implementation measures, which have only recently been published by the European Commission.” **T**

TRUCK SPEAKS WITH READERS

FAQ

An opportunity to answer questions about tyre use and maintenance in the transportation industry

What is a directional tread pattern? And what happens if a tyre with a directional pattern is fitted in the opposite direction to that of the arrow indicating the proper rolling direction?

A directional tread pattern is one that gives a tyre a preferred rolling direction such that the tyre must be fitted in a specific manner. Such a tread pattern is designed to reduce noise and optimise the regularity of tread wear, thereby increasing the tyre's overall life.

What can happen if a tyre is overinflated?

Tyre pressure must always be suited to the actual load borne by each axle, so as to ensure that the tyre has the proper amount of flexibility. The tyre's contact patch, i.e. the surface of the tread that comes into contact with the terrain, is also optimised when using the proper tyre pressure, and this is crucial to the regularity of tread wear. If a tyre is overinflated, the contact patch will be too small, so tread wear will be concentrated in the centre of the tyre, thereby reducing the life of the tyre.

Why should a tyre never be deflated when it's warm?

One of the most common causes of an underinflated tyre is that the driver lets air out of the tyre because the pressure indicated when the tyre is warm is greater than when the tyre is cold.

All tyres generate heat when the tyre carcass flexes as the vehicle is moving. This also heats the air inside the tyre, which causes the air to expand, but because the volume inside the tyre remains essentially constant, this expansion increases tyre pressure. This increase in tyre pressure is normal, and tyres are designed to handle such increases. If air is let out of the tyre in order to reduce this pressure, it means that the tyre will have a greater degree of flexion at that tyre temperature. This increase in flexion will generate even more heat, so the tyre will have to run at a higher temperature. **T**



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TRAINING

When a truck hits the track

Sliding off of a wet road. A sudden obstacle. An unexpected curve. The road is full of hazards, and in a truck, emergency manoeuvres are much more difficult than in a car. That's why safe driving courses are becoming increasingly popular

Paola Pignatelli

Making emergency manoeuvres in a 40-tonne truck isn't the same as correcting a skid in an economy car. In a truck, all manoeuvres are much more difficult. If the cargo being transported is something hazardous, then the risks increase exponentially. This is why it's becoming increasingly common for companies to include safe driving courses in their driver training

programmes. Some of the best facilities can be found at the **Vallelunga Safe Driving Centre** in the province of Rome, which is equipped with special technology used to simulate how a large vehicle behaves under extreme driving conditions. It might seem strange that truck drivers, who are used to driving carefully and preventing accidents in order to protect both themselves and their vehicles, would need to take a course. Yet this paradox is easy to ex-

plain. Precisely because they do generally avoid all possible risks, they can be unprepared when an emergency situation does arise, and they have difficulty remaining calm.

What do they learn during these courses? First of all, they learn both their own limits and those of their vehicle. Under the guidance of a trained instructor, truck drivers are given the opportunity to experience, in a safe setting, the situations that they take great care to avoid

on the road. They also learn that being able to control their nerves could mean saving a life (and their truck). Take, for example, a sudden curve combined with a wet road surface. In the event of a loss of traction, the driver needs to do exactly the opposite of what instinct might suggest: to complete a turn to the right, it's better to turn the steering wheel to the left. Not even a simple thing like braking is without risk on board a truck. On a truck, the anti-lock brakes have a much greater reaction time than for a car because of the weight and size of the vehicle. Therefore, the driver needs more space in order to stop the vehicle. When there

Safety is a balance of mind

isn't enough room and the driver oversteers to avoid the obstacle, the truck can go off trajectory and jack-knife. So time spent in a safe driving course is definitely time spent wisely. It is true that today's trucks are equipped with highly sophisticated technology, which helps the driver to stay in control of the vehicle and avoid accidents. But these systems can never be a replacement for a skilled driver. This is something that the petrol companies (and Total first of all) know too well, and they are increasingly including this type of training as a requirement for their drivers. Another of the leading Italian facilities in this field is GuidarePilotare in Misano Adriatico (Rimini). "Safety is a balance of mind." This is the motto underlying the teaching methods designed by Siegfried Stohr, a former Formula 1 driver as well as a psychologist and the founder of the school. According to Stohr, each course must teach students to make their minds work faster than the vehicles they drive. In other words, the human brain needs to learn to assess and predict hazards as if watching them happen in slow motion.

One example of a company that has sent its drivers to GuidarePilotare is DAF Trucks. In much the same way as at Vallelunga, during the course drivers are given information about how a vehicle behaves and about the efficiency of its electronics and are able to experience hazardous situations safely on the track. **T**

How the courses work

At the **Vallelunga Safe Driving Centre**, course participants, in groups of 6-8 people, spend a full day with an instructor driving two Mercedes Sprinter vans. The course includes both theory (the latest traffic laws, safe driving tips, proper driving position, the basics of first aid in the event of an accident, etc.) and practice (a slalom course, emergency braking, understeer in a curve, controlling slides, etc.). Cost? €696 (€540 for ACI members; €588 for drivers under the age of 20 or over 60). For information: www.vallelunga.it

GuidarePilotare also offers full-day courses in groups of six. The day begins in the classroom learning the theory and continues on the track with a variety of practice exercises (understeer, straight-line braking in mixed conditions, braking and avoiding an obstacle, drifting, etc.). At the end of each session, participants go back to the classroom for their final evaluation. The instructors make great use of video in order to analyse and comment on all aspects of the on-track training. The cost of the course is €616 (€707 on weekends and holidays). For information: www.guidarepilotare.com

And around the world?

"Italy is a unique case," explains Siegfried Stohr, who founded GuidarePilotare in Misano Adriatico in 1982. "Here, there are many facilities that are run independently. Outside Italy, things work differently.

The manufacturers themselves organise their own in-house safe-driving and eco-driving courses." This is what DAF Trucks does in the Netherlands, for example, or Mercedes-Benz at their facilities in Wörth, Germany. In the case of Mercedes, this sort of professional training began over 40 years ago and was then exported to the rest of Europe. Of course, the training model has evolved over the years. Whereas at first training focused on safety and on the best possible use of the vehicle, today more time is being spent on aspects such as fuel economy and environmentally sustainable driving.





NEWS

Pirelli in brief

F1. THE NEW P ZERO COMPOUNDS HIT THE TRACK

Pirelli has officially opened the 2012 Formula 1 season in Abu Dhabi by presenting the new tyres developed for the 63rd world championships. Squared off profile, greater grip, softer compounds, better performance and consistent wear are the tyre's main features. The markings on the sidewalls have also changed and are now bigger and easier to see, and, for wet tyres,

we will be seeing the return of a trademark that made history in Formula One: Cinturato, the tyre with which Pirelli raced and won in the 1950s. The Racing Tyre System, created by Pirelli engineers to track tyre status and performance throughout the life of the tyre and share this data with the teams and with FOM, will also be enhanced with new functions.

P Zero Silver, Formula 1 comes to your car

P Zero Silver, the first ultra high-performance tyre to come out of Formula 1 for sport and coupé saloon cars, was presented at Jerez de la Frontera in conjunction with the winter F1 tests which mark the official start to the 2012 season. The new tyres are an expansion of the existing P Zero line and represent the first series of highly specialised Pirelli products designed to meet the specific needs of today's motorists.

The tyres are designed for drivers who like a sporty driving style and do more than 20,000km each year.

With P Zero Silver, Pirelli continues to pursue its premium strategy, while focusing on strengthening the company's positioning in Europe.

Presenting the P7 Corsa™ Classic

On 7 October, in conjunction with the San Marino Rallylegend, Pirelli the newcomer P7 Corsa™ Classic, the new tyre designed for classic rally cars and particularly for the most successful models of the 70s and 80s. This new tyre is a reinterpretation of the classic P7 and P7 Corsa rally tyres and brings with it innovative elements in terms of structure, compounds and tread patterns.

Sustainable and safe

Cutting water use by over 50% and carbon dioxide emissions by 15% by 2015. These are Pirelli's goals for 2012-2014 as presented at Sustainability Day on 23 January at the company's Bicocca headquarters in Milan, and this commitment was reiterated with the voluntary agreement signed by Marco Tronchetti Provera and the Italian Minister for the Environment, Corrado Clini.

The Cal 2012: a year made in Italy



25 shots—18 in black and white and 7 in colour—12 beautiful women, all world-famous models and actresses, including Kate Moss, Milla Jovovich, Margareth Madè and Isabeli Fontana. After "Mythology" by Karl Lagerfeld, the photos of which kept us company throughout 2011, now the calendar will feature Mario Sorrenti, the first Italian to take on the challenge of the Pirelli Calendar with 'Swoon', an expression of feminine beauty in complete harmony with nature.

Black and Gold, glamour and technology



Pirelli Pzero and Burton have launched a partnership for a highly technological project to create a full set of high-performance snowboarding equipment (boots, board and bindings) in distinctive black and gold. Taking advantage of the company's experience in tyre manufacturing, Pirelli has created a rubber compound built specifically around the demands of riding, with a snow tyre-inspired tread design for superior traction.

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