NOW WINTER IS SAFER.

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.

Ugo Forner, head of the Truck business unit and former head of Pirelli’s Car and Moto divisions. What is the next challenge?

Ugo Forner – Being strong in the market place is the true challenge, one which we have, in part, already overcome. Since 2007, we have been working on product development, so today, in terms of both performance and renewal of the product range, we are able to compete with the other leading manufacturers. Our particular strengths are lower fuel consumption, durability, and tyre retheadability.

In Turkey in September, you launched three new winter tyres, highway and on/off, which complete the Series 01 line. What is Pirelli’s strategy there?

U.F. – The products that we’ve just launched in Turkey are another big step forward since the regional FW:01 and ST:01 (for trailers) lines, which were introduced in 2009. With W:01, H:01 and G:01, we can now say that we have practically completed the renewal of the entire range. Nonetheless, we still don’t feel our work is done. In fact, right now we are still working hard in researching other technologically innovative solutions. The thing about the Truck segment is that it’s easily measurable based on three key parameters: product life, fuel consumption, comfort/handling, and braking in the wet. One of our projects is to create a single platform in order to simplify the product range, while promoting a clearer, simplified approach with our customers. Finally, we are engaged in developing and improving our services.

Let’s talk about safety. What is Pirelli’s commitment there?

U.F. – In recent years, all segments, from cars to motorcycles to trucks, have moved forward in terms of safety, although in the Truck segment we haven’t yet reached the levels seen in, for example, the Car business, beginning with the summer-to-winter tyre-change season. Nonetheless, new legislation, which is to go into effect in 2012, will require the certification of braking distance in the wet and the promotion of safety through awareness and educational campaigns. In that regard, we are already working on a mechanism that provides drivers with a series of tyre information in real time, which ranges from pressure to temperature. This is what to expect in the future.

Also in the area of safety, in conjunction with the Istanbul launch, the first online contest, ‘Da Voi alla Sicurezza’ (Give Voice to Safety), has begun in Italy. This contest is for truck drivers and invites them to give their own opinion on the issue of safety.

How will Pirelli Truck grow around the world?

U.F. – Some time ago, we made a decision to race to the rapidly developing markets, but without forgetting the markets where we are seeing the greatest advances in technology and performance, such as in Europe. In Brazil, for example, we are a market leader. The Brazilian market is one in which we have to compete on all fronts, from cost, to product range to performance. The Chinese market is another important one and where, in 2005, we began developing our products for overload applications, i.e. being able to stand up to overloaded vehicles. Then there is the Mediterranean market – North Africa, Turkey, Egypt – where we are a leader, as well as all of the Middle East. These are markets where we still have work to do in order to optimise our positioning as well as to strengthen the distribution network in order to stabilise our role there.

Russia, too, is of strategic importance to us, especially now with the joint venture for car tyres, but in the future, I believe there will also be room for truck tyres. Finally, another important region for our future is India. Of course, India currently has fewer infrastructures than in China, but they are sure to make up ground quickly, so it will become an opportunity for us.

Tell us about the Medium East. These are markets where we still have work to do in order to optimise our positioning and also to strengthen our role there.

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Transport Cities

Istanbul. In the middle, the Galata bridge, built in 1992 to replace one of older construction. On one side, the Greco-Roman centre of town. On the other, the medieval part of the city. A snapshot of Istanbul, the city of a thousand faces where east has met west for centuries. A city of harmony between Christianity and Islam, tradition and modernity. Istanbul is Hagia Sophia, the church erected by order of Emperor Justinian and completed in 537 and what was the largest basilica of the Christian world for nearly a millennium until it was converted into a mosque in 1453 by order of Sultan Mehmed II. It is the Blue Mosque of Istanbul, with its six minarets and 260 windows, erected by order of Ahmed I between 1603 and 1617 and what was the largest bazaar of the Christian world for nearly a millennium until it was converted into a mosque in 1453 by order of Sultan Mehmed II. Hagia Sophia, the church erected by order of Emperor Justinian and completed in 537 and what was the largest basilica of the Christian world for nearly a millennium until it was converted into a mosque in 1453 by order of Sultan Mehmed II.

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No. 10 NOVEMBER 2011

The magazine for transport professionals
In the beginning was a small truck

Interview with Sergio Rattenni, together with brothers Marco and Donato. Sergio is executive partner of Rattenni Trasporti, which has been using Pirelli tyres for 5 years.

by Marco Di Martino

In the beginning they started off with one truck. Now they own an entire fleet. To make a long story short, that is the history of the Rattenni transport company, which was founded in 1958 by Giovanni Rattenni, who started his business with just one truck, which he used for local transport in the Abruzzo. Three years later, Rattenni moved to Milan, where he transported packaged cargo throughout the province, and then began to transport gelato after purchasing a refrigerated truck. Over time, we were able to establish business relationships with leading Italian gelato makers and in the transport of medicines.

Today, Rattenni has a fleet of eighty vehicles operating not just in Italy, but abroad as well, and has made a name for themselves in the high-volume and ATP (Accord Transport Permissable) segments.

How was Rattenni founded?
Giovanni Rattenni — It all began in 1958 with transport services. We then specialised in high-volume transport and industrial services.

Where does the company operate?
G.R. — Apart from Italy, we work in France, Belgium, Germany, and the Netherlands. Our main foreign market is the UK, and in Italy, we serve pretty much the whole country.

When did you begin operating internationally?
G.R. — Beginning in 1995-98. In those years, we had fifteen vehicles. Now we have around eighty.

And your partnership with Pirelli?
G.R. — We have been using Pirelli tyres for 4 years. At first, we were very impressed with the new Amaranto model. Now, 95% of our fleet uses Pirelli tyres.

What is it about Pirelli tyres that convinced the company to make a move in this direction?
G.R. — These tyres have shown (?) good durability and excellent grip in the winter. You have to consider that our trucks need to face the alpine passes and push through deep snow and over icy roads. Another benefit of Pirelli tyres is their excellent value. In short, we chose Pirelli after an analysis based mainly on differences in fuel consumption.

Pirelli stands out for its level of service and for being highly reactive

What are your plans for the company?
G.R. — We are working towards a branch in Poland. We are expecting a future market in eastern Europe. In this case, our trucks will be mainly transporting home appliances. In Italy, on the other hand, we transport pharmaceuticals in particular and, more generally, everything that takes up a lot of space. Our specialisation is essentially the high-volume segment.

Our load capacity is 20% greater than more traditional trucks.

What is it that makes you different?
G.R. — High quality is mainly what makes us different. I’m referring, for example, to route monitoring and being able to know the location of the goods in real time.

Briefly, how would you describe your experience with Pirelli?
G.R. — In addition to product performance, Pirelli stands out for the level of their services, which are highly reactive. Since we began our relationship with Pirelli, we have been very satisfied. When making the decision, field testing made the difference, and the whole package made us choose Pirelli. We monitor our tyres closely, and problems on the road have rarely happened.
In Izmit, Pirelli celebrates its 100th anniversary with the launch of three new lines of tyres – winter, highway, and on/off – which complete the Series 01 and are designed for use in critical winter conditions, for long haul transport, and for construction vehicles.

**by Valeria Alesi**

**THE NEW SERIES 01 TYRES**

The W.01 winter tyres have been developed by Pirelli Research & Development to ensure maximum performance on wet, snowy or icy roads and at temperatures of below 4°C.

Low rolling resistance, acoustic comfort, and durability are the main features of the H.01 highway tyre, which has been designed for long haul transport on highways and motorways.

Finally, for construction vehicles used on both roads and construction sites, Pirelli has created the G.01 tyre, which is highly durable and resistant to cutting.

**SERIES 01**

**Born with muscle**
In Izmit, Turkey, Pirelli has presented three new product lines to dealers and journalists.

Series 01 Revolution, an innovative range of products and services that offers the utmost in efficiency on the road. This revolution comes also in the form of a new way of communicating with the drivers themselves by using a different, more engaging tone. With SERIES-01, Pirelli has introduced a product range that offers benefits in terms of durability, safety, and cost effectiveness, in addition to a series of services for fleet managers and transporters, making the organisation an ideal partner to which drivers can turn in order to feel free to focus on their driving, which can be a very challenging, delicate task.

Indeed, the campaign centres around the hard job of the truck driver, which it presents in a spectacular, epic manner, as it features a truck on Pirelli tyres transporting Noah’s Ark, which is made of the same material as the containers: with Pirelli, the most delicate of cargo is safe and can be transported worry-free.

In terms of services, CQ24 International is also of particular note. Pirelli has selected a network of over 5,000 tyre dealers, which covers 100% of all European and Turkish roadways. Road service (which is available 24 hours a day, 365 days a year) for truck drivers, with just a phone call, is the company’s response to complications that can arise when a truck is forced to stop during a voyage. But that’s not all. There is also the Pirelli Retreading System, which is available 24 hours a day, 365 days a year) for truck drivers, with just a phone call, is the company’s response to complications that can arise when a truck is forced to stop during a voyage.

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PIRELLI STORIES

What a wonderful truck!

The year 1911 marked the start of Pirelli’s long history in industrial tyres, from solid rubber to semi-pneumatic on up to the Series 01

by Daniele Pirola

1. Prologue: in the age of solid-rubber tyres

In the early days, it was called ‘camionnage’, from the French. The engine had finally replaced horses in the transport of goods, as well. And if you were transporting people, it was ‘omnibus’.

But in the early 1900s, it wasn’t yet possible to make tyres that were wide enough to support the weight of a truck, so the only way to make the ride a bit more comfortable was to replace the traditional iron tyre with one made of solid rubber. And in the field of rubber tyres, Pirelli was a true specialist.

2. 1911: the first attempts at “giant” pneumatic tyres

Prior to this time, the largest size produced for an ‘Ecole-type’ pneumatic tyre was 955 millimetres of diameter and a width of 135 millimetres, which was used on the heavy Isotta Fraschini and the powerful Isotta. It was with this tyre size that Scipione Borghese had won the Peking to Paris in his Isotta in 1907. But 1911 was to be a landmark year because, together with the traditional product list of solid-rubber tyres for trucks and buses, we also find a product list for cars which has, below the traditional largest size of 955x135, a size added by hand “1000 x 150”. This was the size that, several years earlier, Emilio Calacagni, the company’s technologist, had indicated as the limit at which one could consider the Pirelli ‘Ecole-type’ to be a pneumatic tyre for trucks. It was the period of the adventure in Libya, and then the First World War – a serious test for pneumatic tyre technology.

3. Cord evolution

A key shift in the development of pneumatic truck tyres came in the form of new technologies: cord ply in place of the antiquated square ply; and the ‘straight-side’ anchoring system instead of the bead system. It now became possible to manufacture large pneumatic tyres that had similar performance levels to car tyres.

In the product list of 1922, three sizes (now in inches: 38x7, 40x8 and 44x10) were officially known as ‘giant cord for trucks’. Production at the new Bicocca plant took a great leap forward.

Solid rubber tyres were to stay with us clear to the threshold of the 1930s and were joined by an intermediate solution, the ‘semi-pneumatic’ tyre (solid-rubber tyres with a hollow centre). But by now, the giant pneumatic tyre was becoming increasingly popular as the standard for modern trucks and buses.

In 1911, we see the 1000x150 size for the first time.

Pirelli Truck is born.

The introduction of the ‘Sigillo Verde’ (green seal) model, like the ‘Stella Bianca’ (white star) model car tyre, marked the beginning of Pirelli’s first family of ‘giant’ tyres. In 1922, the Sigillo Verde was made available in a ‘durabili’ version, which featured flat, color-coded sidewalls.

2. Giant tyres

(5) The Itala from the Peking to Paris, 1907
(6) Pirelli’s ‘Ecole-type’ for the Isotta Fraschini, 1908
(7) List of solid-rubber tyres, 1911
(8) Military vehicles in Libya, 1915

3. The cord

(9) Fiat truck fitted with pneumatic and solid rubber tyres, 1925
(10) SPA truck with semi-pneumatic tyres, 1930
(11) Riccobaldi, advert for Pirelli solid rubber tyres, 1927
4. The Post-War Era: Anteo, the first in a generation of giants
In the early 1950s, two important events occurred in the world of "giant" pneumatic tyres: the use of rayon instead of cotton as the carcass fibre, and the development of tread patterns specifically designed for heavy transport. The "P 286" was born, and in a space of a few short months it was renamed "Anteo", after the mythological giant, Antaeus, who got his power from Mother Earth on which he stood.

5. The boom of the 1980s
Over the course of the 1980s, Pirelli’s giant tyres experienced great growth with the arrival of innovative technologies such as the low-profile tyre for 27.5” diameter rim and the zero-degree nylon belt. At the same time, the giant-tyre plant in Settimo Torinese was opened, the Izmit plant was expanded, and a plant was acquired in Alexandria (Egypt).

6. The relaunch of the 2000s
Pirelli starts production of radial tyres for industrial vehicles in Egypt and opens the first truck facilities in China. The image of the "fist" is extended to the ad campaign for the truck line. In 2009, the company launches the first of the Series 01 tyres – the FR:01/TR:01 "Regional" segments – which represent a technological breakthrough in structure and materials.

POWER IS NOTHING WITHOUT CONTROL
Trade between the two countries is growing, as is the number of trucks that choose the Trieste-Istanbul route. In 2010 just under 78,000 vehicles, both full trucks and semi-trailers, embarked in Trieste headed for Turkish ports (both Istanbul and Mersin), as well as a very small portion headed for Çanakkale and 69,500 arrived in Trieste. The Silk Route of the third millennium is over seas in the eastern Mediterranean. The Trieste-Turkey motorway of the sea has been active since 1987 as a complement to road transport. It sees 16 departures each week and is one of the most trafficked routes of the entire Mediterranean. It is both safer and cheaper than rubber and has proven to be a valid alternative even without incentives. Indeed, here there are no “eco-bonuses”, the grants that the Italian Ministry for Transport and Infrastructures provides to transport companies for transferring their traffic from the road to a combination of road and sea. Incentives are only available to those that continue on from Trieste by rail towards Salzburg and from there to the markets of central and northern Europe. Just recently, Sames & Co, the organisation that manages the Riva Traiana terminal where RO/RO (“roll on/roll off”) ferries arrive from Istanbul and Mersin, has been joined by Consorzio OG&I, a consortium between Ocean Srl and SIT: the general agent of the Turkish company BKT, which focuses on the Terkadag port 150 kilometres from the Bosphorus. Whereas twenty-five years ago full trucks accounted for 90% of the total and semi-trailers just 10%, today the trend has reversed with semi-trailers accounting for around 70% of the total. Not surprisingly, therefore, the number of passengers has declined, with just under 65000 passengers travelling this route last year together with their vehicles.

Italy is Turkey’s fourth largest trading partner, behind Germany, Russia and China, with total trade last year reaching USD 16.7 billion (equal to 36.18% of the total). More specifically, exports to Turkey came to USD 10.2 billion, while imports into Italy totalled USD 6.5 billion. Indeed, Italy is a key ally in industries of strategic importance, such as telecommunications, energy and defence. Organizations that use this route include the Eui Group, Finnmeccanica, Pirelli (given its technologically advanced facilities in Izmit!), and Fiat, through a joint venture with the KOC group in Turkey, and reforms in recent years, resulting in a further opening to the west, have attracted new investors, who can now rely on both low-cost skilled labour and a huge market (with 75.5 million inhabitants and 2010 gross domestic product a huge market (with 75.5 million inhabitants and 2010 gross domestic product of USD 722 billion, 8.9% higher than in 2009). Such a context offers interesting opportunities for Trieste, a city ready to regain the central role in trade it enjoyed when it was the only port of the old Austro-Hungarian Empire. In fact, Trieste is benefiting from important investment programmes that are focused on relaunching logistics throughout Italy and has a great many other advantages, including its 18-metre-deep shipping lanes, which are well suited to larger ships, its strategic position (it takes fully five days more to reach northern European ports by sea), its 12000 linear kilometres of piers equipped for intermodal services, and its rail and roadway infrastructures, which provide excellent connections to both the north and south.

**Main product categories - 2010**

**Trieste to Istanbul**

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<tr>
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<td>542 545</td>
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<tr>
<td>Vehicle parts &amp; components</td>
<td>147 761</td>
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<td>Industrial machinery</td>
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<tr>
<td>Trains</td>
<td>105 733</td>
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<td>Other chemicals</td>
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<tr>
<td>Other machines, engines</td>
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<tr>
<td>Trailers</td>
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<td>Common metal goods</td>
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<td>Plastic products</td>
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<td>Papers</td>
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**Trieste to Turkey**

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<td>Vehicle parts &amp; components</td>
<td>72 797</td>
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<td>Industrial machinery</td>
<td>69 229</td>
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<tr>
<td>Trains</td>
<td>45 689</td>
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<td>Aluminaum</td>
<td>25 511</td>
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<tr>
<td>Clothing, textiles</td>
<td>61 335</td>
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<tr>
<td>Neat metal</td>
<td>43 039</td>
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<tr>
<td>Trains</td>
<td>18 374</td>
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<tr>
<td>Metal tubing and parts</td>
<td>37 330</td>
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<tr>
<td>Paper products</td>
<td>35 049</td>
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Drivers – Angeli al volante (Angels at the wheel), a close-knit club of female truck drivers. “I have a factory worker background,” explains Gisella, born and reared in Modena, “and I felt a need for open air and open roads, so I got my truck driver’s licence and here I am.” This passion for trucks has even managed to infect her daughter, who also has her own truck driver’s licence.

Over time, the number of Lady Truck Drivers has grown, so much so that they have organised into an official group with its own blog, Truona Strada Lady Truck Driver Team. “Our group has become quite large,” Gisella explains. “We do charity work and meet together as often as we can based on our free time and trucking commitments. After all, on the road we’re all alone, so this way we feel closer to each other.”

So who are these Lady Truck Drivers? “We’re a strange bunch, they say. We don’t have a list of members or a membership card. We’re just a group of women with trucking in our hearts.” As it says on their blog, “We’re not out to change the world. We don’t do politics or unions or revolts. We don’t provide technical data. We just talk about friendship and our own little worlds and hopes, following a road that we’ve chosen for ourselves.”

“Every 30,000km I turn to my trusted mechanics to check the condition of the vehicle”

This group of unflappable truck driving women has primarily grown by word of mouth, but industry events and just meeting in loading bays has played its part. “During our various meetings, we’ve realised that our capacity for carrying out projects was limited by the commitments we all have,” Gisella Corradini explains. “So no obligations to the group. Only voluntary choices focused on a project to account for the fact that we already have obligations and responsibilities to our families, our jobs and to society in general.”

Spurred on by all of these good intentions, the Lady Truck Drivers have organised a photography exhibit, Donne in Camion (Women and Trucks), with...
Tuned to “Dai voce alla sicurezza”

From now until 15 November, Italian truck drivers can share their opinions and ideas on road safety and participate in a contest organised by Pirelli.

What’s the goal of the initiative?

Pirelli is one of the signatories of the European Road Safety Charter, and in this way, too, the company is on the front lines promoting projects aimed at promoting road safety, including by non-conventional means. Indeed, Dai voce alla sicurezza is the first online contest specifically for truck drivers.

How is it going?

The contest began on 15 September and ends on 15 November, so we are just getting started, and we expect greater participation in the coming days. For now, we’re happy that the message has been received that this isn’t an opportunity for Pirelli to promote our own products and talk about tyres. The messages we are receiving concern the need for better road maintenance and the observance of laws and regulations concerning driving times and speed limits. The best messages in terms of improving road safety will have a chance to win valuable prizes related to Pirelli and our involvement in the European market, both for the public and for our participation of our readers.

Are there rules to follow when fitting twin tyres?

Twin-mounted tyres must be of the same size, external diameter (with the same tread depth) and construction and have the same tread pattern. Mismatched tyres force the larger tyre to bear a greater load, which causes excessive strain and overheating. The smaller tyre, on the other hand, because it places less pressure on the road, wears too quickly and in an irregular manner. The maximum allowable difference in diameter, at the same tyre pressure, is 6mm. For the best performance of twin-mounted tyres, there also needs to be an appropriate distance between them (i.e. a minimum wheelbase). To that end, we recommend following the indications of the tyre manufacturer or the vehicle’s use and maintenance manual.

Pirelli products are known for their “Zero Degree” patent. Is this technology still valid?

Zero Degree technology was introduced in 1970 and is still very much imitated to this day. It is the technology responsible for tyre durability and extended life. Naturally, tyre structure has evolved a great deal since 1970, such as with SATT. The latest generation of the Zero Degree structure is excellent not only for the European market, but also for the more tropical markets. This technology has made us a leader on the Brazilian market, as proven by the great feedback we have received on the latest line of products introduced there.

European regulations currently require the use of tyres that bear the M+S mark during the winter months. Do you feel this is a sufficient guideline? The rules are clear. M+S tyres are suited to winter use, and their use on drive axles is mandatory during the winter. Nonetheless, it should be noted that tyres that have been designed specifically for use in winter conditions provide greater traction and grip in the snow than others bearing only the M+S mark.

Why don’t you write to Pirelli Truck?
The arrival of the 1960s and of radial ply for truck tyres, too, marked the end of the age of the giants and the start of the age of the goddesses. Some of them made it big and ended up on the Calendar, but in the same garage where these future cult icons were displayed there were other, smaller goddesses in the shop window…
As you carry something precious, choose someone you can trust.