



PRESS RELEASE

PIRELLI: THE NEW WWW.PIRELLI.COM ONLINE FROM TODAY

THE NEW DIGITAL PLATFORM WHICH TELLS THE STORY THROUGH VIDEO, IMAGES AND TEXT OF ALL PIRELLI'S "SOULS": FROM TYRES TO MOTOSPORT, FROM BUSINESS TO CULTURE AND THE CALENDAR

A COMPLETELY NEW ENVIRONMENT FOR THE WORLD OF THE PIRELLI CALENDAR AT WWW.PIRELLICALENDAR.COM

Milan, 20 October 2015 - Pirelli has redesigned its digital identity launching the new www.pirelli.com, a platform which gives visitors a global view of the many "souls" that constitute the world and history of Pirelli: from products to competitions, from business to sustainability, from art to culture and the Pirelli Calendar.

The narrative approach of the new platform is based on storytelling through images, videos, texts that recount the "stories" accompanying the visitor/reader along a course of Pirelli discovery. Online from today, the new www.pirelli.com is a real magazine which will also feed into Pirelli's social media channels. The project, of an editorial nature, presents the interface of a "digital newspaper", with seven constantly updated cover stories.

[Tyres](#), [Racing](#), [Business](#), [People&Planet](#), [Art&Culture](#): these are the sections that speak of the different aspects of the Company, always with an eye to the outside world. So you will find the latest product news, follow the world of Formula One and experience great events, like the [restoration of the Corcovado](#) supported by Pirelli last year. Or, even, enter [backstage at the Calendar](#) or discover the great exhibitions of contemporary art at [HangarBicocca](#), Pirelli's contemporary art space, or the cultural initiatives and patrimony of the [Fondazione Pirelli](#).

There are also great new developments in the **Pirelli Calendar site** (www.pirellicalendar.com) a totally immersive environment which has been completely reworked that, from today, gives access to never before seen content linked to The Cal™. There will be three dedicated areas: [The Cal 2016](#), which today unveils the behind-the-scenes of the Calendar through backstage images; [Icons](#), a window always open on the excellence, innovation and beauty through dialogues with illustrious representatives from the worlds of art, culture, show business, fashion, sport and music. [Roberto Bolle](#), [Candice Huffine](#), [Tommy Hilfiger](#), [Marc Newson](#) are just a few of these "icons". And also the [Time Machine](#) section, a virtual "time machine" where one can travel through the more than 50 years of the Calendar's history thank to a rich selection of images and videos divided into decades.

In view of the launch - on November 30th in London- of the Calendar 2016 edition, Pirelli has also recently kicked off "**Chasing The Cal**", a contest which will give two winners the opportunity to participate at the Gala dinner, an event usually reserved for collectors, international celebrities and media. This year it may be possible to experience the emotions and magic of the event by registering at chasingthecal.pirelli.com and participating in the online digital "treasure hunt" game developed by Pirelli.

Pirelli Press Office – Tel. +39 02 64424270 – pressoffice@pirelli.com - www.pirelli.com

