01 SERIES, PIRELLI'S ADVANCED TYRE RANGE THAT REDUCES FUEL CONSUMPTION AND INCREASES TYRE LIFE

With the recent launch of the ST:01 Neverending Energy line, Pirelli has completed the 01 Series: its advanced range of tyres for commercial vehicles that guarantees respect for the environment, safety and cost efficiency. The 01 Series takes in the ‘R’ segment (medium to long range), ‘W’ (winter tyres), ‘H’ (long range) and ‘G’ (for mixed road and construction site use).

The 01 Series forms part of Pirelli’s green performance strategy and is distinguished by innovative profiles, structures and materials that allow a long tyre life, low rolling resistance with consequently reduced fuel consumption, easy re-tradability, energy efficiency and respect for the environment, thanks to low noise levels and the elimination of highly aromatic oils (HAOF).

Produced using SATT technology (a trademarked process that stands for Spiral Advanced Technology for Truck), this range is equipped with an innovative system of belts that ensures optimal durability and reliability without compromising comfort or the environment. The system is based on the 3SB (Three Sandwich Belts) principle: three superimposed belts that help to guarantee a longer tyre life. It also has a Dual Layer Tread Compound (DLTC) system: a dual compound layer with high silica content. The Hexagonal Bead Wire (HBW) makes the tyre a lot easier to mount – while Fully Rubberized Cords (FRC) prevent oxidisation of the cords and give the tyre greater strength and durability.

**ST:01 Series Neverending Energy**

Launched in October 2012, ST:01 Neverending Energy was developed specifically for trailers and semi-trailers and is the first Pirelli truck tyre to score an ‘AA’ rating from the new European tyre label for rolling resistance and wet grip.

A dual compound tread with high silica content (patent pending) reduces heat build up and therefore rolling resistance. Furthermore, it has a greater resistance to cuts and a longer overall tyre life. About 60% of the European truck tyre market is for semi-trailers, and so the advantages for fleets are notable as in a vehicle composed of a tractor and trailer unit, the tyres on the trailer unit generate 50% of the rolling resistance of all the tyres put together.

**W:01 Series**

The FW:01 and TW:01 winter tyres for steer axle and drive axle respectively guarantee performance and safety in winter conditions on both medium and long journeys.
Compared to the previous range, the W:01 series now offers up to 20% more mileage and a 30% higher re-tread rate as well as 30% more traction on snow and 10% more grip in the wet.

**H:01 Series**

The long-range H:01 line-up features the FH:01 for the steer axle and the TH:01 for the drive axle, and it is characterized by high standards of safety and acoustic comfort. SATT technology is used throughout the H:01 Series.

**R:01 Series**

FR:01 and TR:01 are the range of products destined for vehicles used on medium to long-range routes on road surfaces that are moderately abrasive, or twisty roads such as those found in mountainous areas. The FR:01 and TR:01 allow optimal tyre management.

**G:01 Series**

FG:01 and TG:01 are Pirelli’s gravel tyres for mixed use on roads and in construction sites, in conditions that are moderately aggressive for the tread pattern. Resistance to cuts is improved by 25% compared to the previous range and there is a 10% higher re-tread rate.

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Documents, videos and photos are available on the link:
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Pirelli Press Office
Tel. +39 02 6442 4270 – pressoffice@pirelli.com – www.pirelli.com