



# MADE IN ITALY

**F**ew cycling companies can trace their historical roots to the Tour de France as far back as Pirelli. Pirelli was already heavily involved in motor racing dating back to the prestigious Peking to Paris race of 1907, where it provided tires for an Italian car in the competition. Although their patent for bicycle tires was less than a decade old at the time, Pirelli agreed to join forces with a Milanese bike company to supply bikes to Italian cyclists for the fifth edition of *La Grande Boucle*, marking the beginning of a long-standing connection between Italian-made tires and champions that endures to this day.

Although they would later go on to become teammates and prominent figures in Italian cycling history, Luigi Ganna, Eberardo Pavesi and Carlo Galetti, the first three cyclists to race on Pirelli tires at the Tour de France, were registered as independent riders, as they were not allowed to ride as a team despite sharing a sponsor and homeland. Of the three, only Pavesi completed all 14 stages of the race, which started in Paris and wove its way through Roubaix, Lyon and Nantes. In an era when local athletes would often unite against foreign riders, Pavesi placed sixth overall, becoming the highest-ranking non-French cyclist that year. His performance, coupled with Pirelli's prominence in both the French motor racing and bike racing scenes, sparked a surge in the popularity of Italian cycling, eventually leading to the creation of the Giro d'Italia in 1909.

Pirelli once again rose to the top of the French cycling scene in the late 40s and 50s, when Italian cyclists like Gino Bartali and Fausto Coppi took the Tour de France by storm. In the years following World War II, Italian victories in bike racing came to symbolize perseverance and redemption for a country struggling to rebuild itself. Despite ideological differences and fierce rivalry, Bartali and Coppi managed to unite the Italian people as they chased each other over the French Alps and rode on to glory. Through it all, Pirelli became the tire of champions, representing Italian craftsmanship and performance as much as the athletes who rode on them.

In the modern era, Pirelli continues to exemplify Italian excellence at the World Tour, with both Trek-Segafredo and AG2R Citroën Team set to line up at the *Grand Départ* in June astride Pirelli tires. Plus, Pirelli has forged an ever deeper connection to its Italian heritage this year. With the opening of Pirelli's Bollate factory, athletes will be using tires that are both designed and manufactured in Italy. As Pirelli continues to innovate and set new industry benchmarks, the company remains committed to furthering Italy's cycling legacy by investing in its history.

**TRELLI**

# P ZERO™ RACE TLR 4S



Road tire, 700C

011931-01-700 700x28C, Black

**WHS\$ 76.99** MSRP \$138.99

011931-02-700 700x30C, Black

**WHS\$ 76.99** MSRP \$139.99

## P ZERO™ RACE 4S

Road tire, 700C

011892-01-700 700x26C, Black  
**WHS\$ 65.99** MSRP \$119.99

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30% OFF\*

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011892-03-700 700x30C, Black  
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## P ZERO™ RACE SL

Road tire, 700C

011835-02-700 700x26C, Black  
**WHS\$ 74.99** MSRP \$135.99

011835-03-700 700x28C, Black  
**WHS\$ 75.99** MSRP \$136.99

## P ZERO™ RACE TLR

Road tire, 700C

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011836-15-700 700x26C, Tanwall  
011836-17-700 700x30C, Black  
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011836-19-700 700x30C, Tanwall  
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## P ZERO™ VELO

Road tire, 700C

011753-01-700 Tubular, 700x25C, Black  
011753-02-700 Tubular, 700x28C, Black  
**WHS\$ 102.99** MSRP \$175.99

## Cinturato™ VELO

### TLR REFLECTIVE

Road tire, 700C

011893-01-700 700x28C, Black  
**WHS\$ 69.99** MSRP \$126.99

011893-02-700 700x32C, Black  
**WHS\$ 70.99** MSRP \$129.99

011893-03-700 700x35C, Black  
**WHS\$ 71.99** MSRP \$129.99



## Cinturato™ VELO

### TLR

Road tire, 700C

011721-01-700 700x26C, Black  
**WHS\$ 66.59** MSRP \$119.99

011721-02-700 700x28C, Black  
**WHS\$ 67.59** MSRP \$119.99

011721-03-700 700x32C, Black  
011721-06-700 700x26C, Tanwall  
**WHS\$ 66.99** MSRP \$119.99

011721-04-700 700x35C, Black  
011721-07-700 700x28C, Tanwall  
**WHS\$ 68.59** MSRP \$122.99

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