

Technology with an ecological heart – Pirelli goes greener with Scorpion Verde

Pirelli launched its first high-performance eco-friendly tyre for small utility vehicles (SUV's) and crossovers. Not only does the Scorpion Verde contribute to road-stability and reduced fuel consumption, it also boasts both new materials and a new structure that guarantees steady performance throughout the tyre's useful life in terms of diminishing noxious emissions, noise reduction, running economy, shorter braking distances and comfort.

Scorpion Verde – a tyre made entirely with materials free from aromatic oils - is the latest addition to Pirelli's range of eco-friendly tyres. The new tyre has been created taking full advantage of all of Pirelli's latest research as well as a design system that integrates new materials, structures and tread patterns.

Scorpion Verde develops and applies the environmentally-friendly experience that Pirelli technicians gained with Cinturato P7 together with the high performances of the PZero range. Moreover, the new line of SUV tyres also takes advantage of cutting-edge engineering techniques and delivers innovative integrated solutions from materials to structures.

The tyre is in line with the best in the category for overall reduction in fuel consumption of up to 3,4 per cent on all-terrain driving and lowers acoustic emissions by one decibel, which is equal to a total reduction of 30 per cent - equivalent to removing an entire lane from a three-lane motorway. In addition, Scorpion Verde was designed to ensure uniform tread wear and increase the tyre's overall durability with equal performance.

All the ecological features of Pirelli's new tyre range are guaranteed by a combination of factors; the development of an optimised profile, the use of cutting-edge materials, an optimised design process and reducing energy dissipation. All these contributing features provide a 20 per cent drop in rolling resistance. Moreover, Scorpion Verde is also lighter and has been designed to use 10 per cent fewer raw materials, decreasing its environmental impact per unit produced by the same amount.

The Scorpion Verde combines ecological features with improved braking, greater traction on wet surfaces and better handling. This is achieved through to a combination of three factors: a tread pattern with four deep longitudinal grooves for increased water dispersion, innovative compounds designed to achieve greater traction on wet surfaces, and reinforced shoulders to optimise lateral grip on all asphalt conditions.

Pirelli's commitment and passion for innovation stretches over 130 years and the Scorpion Verde reaffirms the group's Green Performance approach. As a result, its latest introduction has placed Pirelli – once more – at the forefront with a tyre that perfectly combines the features of Cinturato and PZero while launching a new challenge in the automotive world: high performance, eco-compatible tyres that forgo neither handling nor safety, whilst also reducing consumption and noxious emissions.

Visit www.pirellityre.com for more information.

