



PRESS RELEASE

PIRELLI WINS PR NEWS' CSR AWARD IN THE ANNUAL REPORT CATEGORY FOR PIRELLI'S 2012 ANNUAL REPORT: "IMAGINING THE FUTURE WITH YOU"

Milan, 8 April 2014 – Pirelli's 2012 Annual Report was selected as the winner of PR News' CSR Award in the Annual Report category. The communication project linked to Pirelli's 2012 Annual Report, known as "Imagining the Future with You," invited students from a variety of international universities to "imagine" tomorrow, asking them to indicate through the net a word significant to their vision of the future with a short explanation.

The most representative submissions were published in the company's annual report, illustrated by New Yorker cartoonist Liza Donnelly. The authors, including students from Egypt, Brazil, the US and Italy, were also invited to Milan for a two-month paid work experience at Pirelli's headquarters.

The proposals – which included words like "Honesty", "Perseverance", "Innovation", and "Simplicity" – were selected by a jury composed of Bina Agarwal, professor of Development Economics and Environment at the University of Manchester, Thomas Goetz, former editor of Wired magazine and scientific thought leader, Steve McCurry, photojournalist and author of the 2013 edition of the Pirelli Calendar, Carlo Ratti, director of the MIT SENSEable City Lab at the Massachusetts Institute of Technology, Giuseppe Tornatore, film director, producer and screenplay writer, and Sebastian Vettel, reigning Formula One world champion.

The CSR Awards were announced at a luncheon at the National Press Club in Washington, D.C. By recognizing the finalists of the CSR Awards program, PR News hopes to highlight new standards of excellence and point the way for other organizations to follow.

In March Pirelli's 2012 Annual Report, with graphics by Milan-based Cacao Design, received the "Certificate of Typographic Excellence" from the Type Directors Club (TDC). TDC will feature the report in seven travelling exhibitions dedicated to design and typography in the United States, Asia and Europe, as well as being displayed at the 60th TDC Communication Design in New York City.

Again with the aim of narrating the company beyond the mere figures and technical documents which are a feature of financial statement reports, Pirelli has more recently launched a new creative project to accompany the 2013 Annual Report, called "Spinning the Wheel". In the new project 10 young rising stars in different fields were invited to join Pirelli in a two-day workshop aimed at interpreting and representing the wheel through their unique talent. The workshop, coordinated by British novelist Hanif Kureishi, included a Brazilian tenor, a Swiss biologist, a Chinese cartoonist, a Danish fashion designer, an Italian chef and an Italian physicist, a Spanish architect and a Spanish designer, an Irish scientist and a Bosnian film director.

For more information on “Imagining the Future with You”:

https://www.facebook.com/Pirelli/app_434184549977354

http://www.youtube.com/watch?v=xG_LD07THUk

<http://www.youtube.com/watch?v=Onl75NxnsLI>

For more information on “Spinning the Wheel”:

http://www.pirelli.com/corporate/en/media/spinning_the_wheel/default.html.

ABOUT PIRELLI:

Founded in 1872, Pirelli is among the main tyre makers globally. Present in over 160 countries, Pirelli has 22 manufacturing sites and employs approximately 38,000 people around the world. Pirelli is a leading producer of premium tires with a strong commitment to R&D. Successfully competing in motorsports since 1907, Pirelli is currently the exclusive supplier of the Formula 1 championship, the Superbike world championship, and many other championships around the world.

Pirelli is recognized as a socially aware corporation that applies sustainable practices in everything from “green performance” products to providing a healthy environment for its workers and their families. The company achieved a perfect score in the FTSE 4 Good Global and European STOXX sustainability index, and has maintained a global sustainability leadership position in the Dow Jones Sustainability World and Europe Indexes for seven consecutive years. Pirelli is the only tire manufacturer to be included in the Global Compact 100 sustainability stock index. In June 2013, the Foreign Policy Association awarded Pirelli Chairman and CEO Marco Tronchetti Provera the 2013 Social Responsibility Award for his ongoing endeavors in sustainability and social responsibility.

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

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