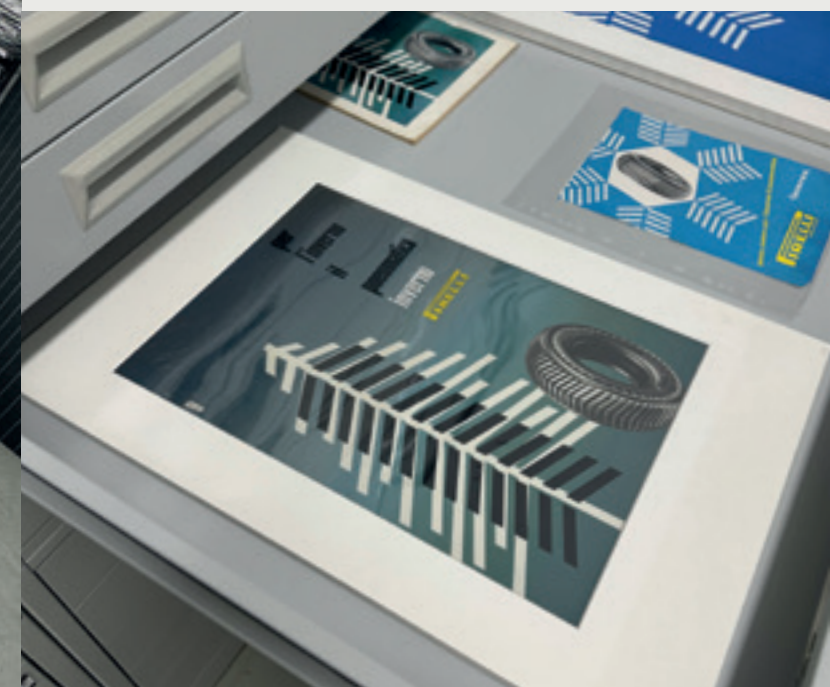
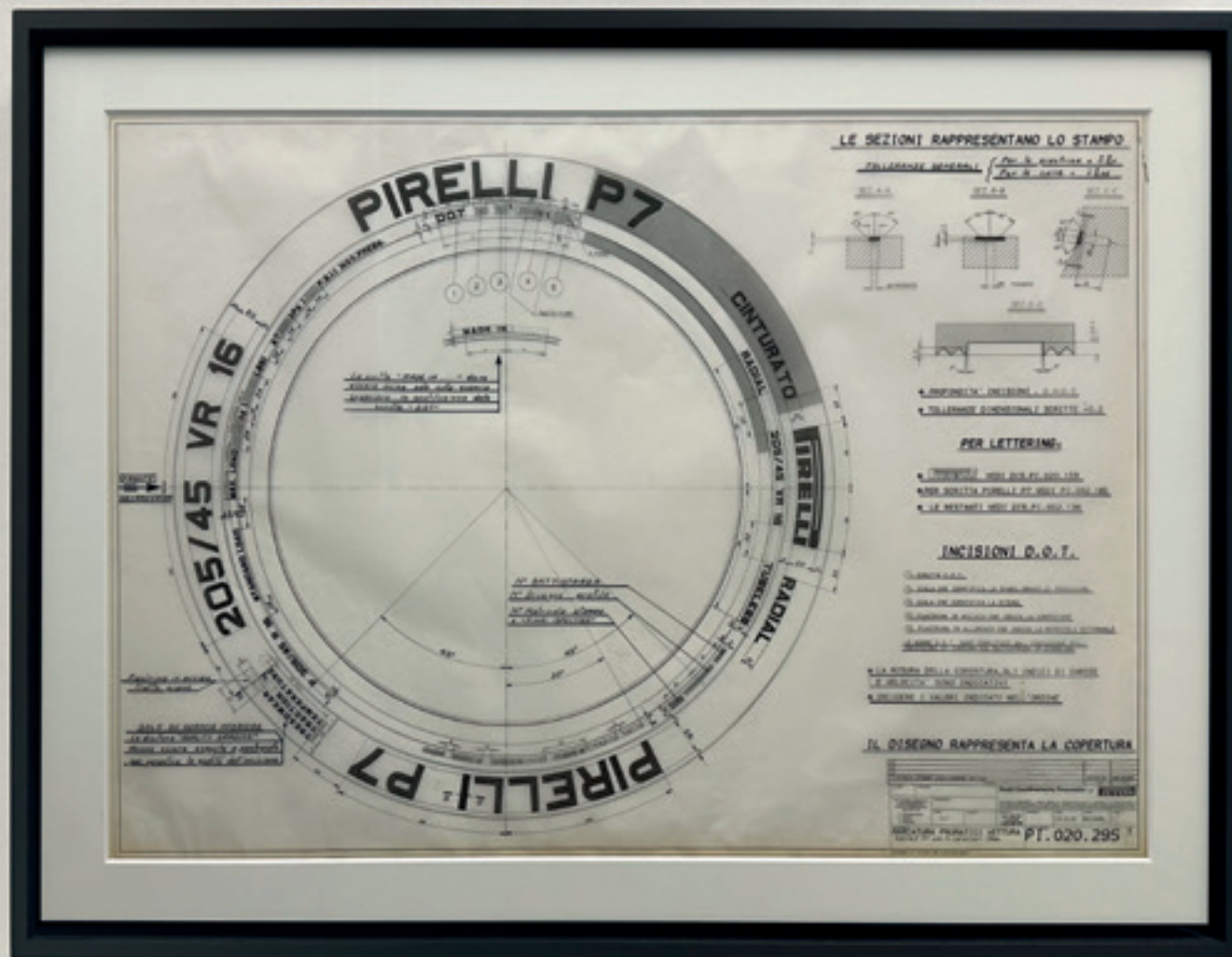




WHERE PIRELLI KEEPS ITS PAST

Earlier this year, we were treated to a tour of the Historical Archive at Fondazione Pirelli in Milan. It contains four kilometres of documents charting the history of the group, from its foundation in 1872 to the present day, and has been declared a cultural asset by the Italian State.

The archive is preserved within Pirelli's former 680,000-square-metre industrial heartland in the Bicocca district. Although much of the site has given way to modern development, important traces of the past remain, including the 15th-century Bicocca degli Arcimboldi, a former country residence owned by Pirelli since 1918. Another gem is the former cooling tower, built in 1950 by Pirelli as part of an autonomous power station, but now enclosed within the company's headquarters.

The archive itself holds around one million images of products, plants, fairs, expositions and events; hundreds of moving images; thousands of posters, catalogues, brochures and flyers; plus hundreds of sketches and original works commissioned from artists between 1910 and 1970 to promote and celebrate the brand.

What becomes clear is that, for Pirelli, advertising has rarely been just about tread patterns. Its best campaigns sell the promise around the tyre: rally stages, supercars, Italian design and the irresistible idea that power is nothing without control. Much of that identity was shaped by Centro, Pirelli's own in-house advertising agency, creating a remarkably coherent and consistent tone of voice.

The following pages bring together a small selection from that world, from Cinturato rally victories and a 140-car capital P to supercar bravado and 1990s brand theatre. There's even a pair of red high-heel shoes worn by one of America's most famous athletes. Not bad for a company that, in theory, makes round black things.





CINTURATO PIRELLI VINCE I RALLIES

Campionato Italiano Assoluto 1° Barbasio - Sodano - LANCIA	Campionato Tedesco Assoluto 1° Warmbold - Mehmel - BMW	Canadian Winter Rally 1° Bruce e Betty Schmidt - FIAT	Rally dei 1000 minuti (Austria) 1° Munari - Mannucci - LANCIA
Rally di Svezia 1° Blomqvist - Hertz - SAAB	Martha Rally (Germania) 1° Rainer Braun - BMW	Mitropa Cup 1° Munari - Mannucci - LANCIA	



GRIP, GRIT AND CAPISH?

In the 1970s, Pirelli's Cinturato advertising leaned hard on rally success, using competition results, speed, mud and foreign-market wit to sell the idea of a tyre tested far beyond the daily commute.

1971: CINTURATO WINS THE RALLIES

This proof sheet turns rally results into advertising evidence, listing victories for Lancia, BMW, Saab and Fiat. The Lancia link is especially significant: Pirelli would become closely associated with the marque's rallying golden age, from the Fulvia HF through to the Stratos, 037 and Delta. The partnership lasted into the early 1990s, when Lancia stepped away from top-level rallying.

1971: EVERY SURFACE COUNTS

'A rally is run on every kind of road: asphalt, stones, mud, snow, dirt roads. To win rallies, you need an exceptional tyre.' That was the message behind this wonderfully kinetic Cinturato campaign by Tomás Gonda, the Hungarian-born, naturalised Argentinian photographer. Running under the headline 'Cinturato Pirelli Wins Rallies', it turns a Fiat 124 Sport Spider into a blur of mud, movement and tyre-testing credibility. In other news, we really fancy a rally-spec 124 Spider.



1972: CN54 RALLY PLATES

A delightful piece of graphic shorthand by Pirelli's in-house agency: rally plates from Monte-Carlo, Sanremo, Wiesbaden, Rotterdam, Elba and beyond read like a list of locations we'd include on a European road trip. The message beneath says the CN54 is a tyre perfected by experience in rallies. We're still thinking about that road trip.



1974: CN54 FOR IMPORTS

A very different voice for the US market. Created for Pirelli Corporation of America, this ad presents the CN54 as a steel-belted radial for imported cars, with a knowing 'Capish?' and a roll call that includes Fiat, BMW, Audi, Alfa Romeo and a certain Ford you always promised yourself. Should that be 'Capish?'

THE CAPITAL P

The message behind Pirelli's 1978 campaign was simple enough: 'Pirelli Tyres for Every Car in the World'. The execution was anything but. Centro, Pirelli's in-house agency, explored several ideas, including a 'millipede' car wearing the automotive equivalent of footwear from different countries. The winning concept was bolder: a giant capital P formed not by illustration, but by 140 real cars. Photographed by Adrian Hamilton from a height of 85 metres, the image became the centrepiece of a campaign that stretched across print and television, and even included transfer stickers that allowed people to recreate the P in miniature. It remains one of Pirelli's neatest tricks: turning product range into pure graphic theatre. And yes, we're still trying to identify all 140 cars. Could someone pass the magnifying glass?



Pneumatici con la P maiuscola.

Sono novant'anni che Pirelli fa pneumatici con la P maiuscola: cioè pneumatici che danno concrete garanzie di sicurezza, durata, confort. Perché nascono tutti da una matrice comune, continuamente sperimentata, continuamente collaudata: cintura metallica integrata da una cintura di nailon a 0° (è un brevetto Pirelli) per assicurare la massima tenuta; mescole e materiali d'avanguardia per ottenere alti chilometraggi; disegno battistrada studiato per eliminare le risonanze.

Partendo da queste tecnologie Pirelli realizza la gamma più completa di pneumatici a prestazioni differenziate. P3, per andare fino a 180 all'ora. CN36, per berline e gran turismo. P6, il super ribassato per le macchine più veloci. P7, la gomma ad altissime prestazioni, per vincere i rallies. MS35, il super aderente, per la neve e il ghiaccio. Con questa possibilità di scelta, è facile trovare, per ogni tipo di auto, i pneumatici con la P maiuscola.

PIRELLI

Per ogni auto di ogni Paese.

Centro - foto di Adrian Hamilton - 140 auto da 85 metri di altezza

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FROM POSTER CAR TO BRAND POWER

By the late 1980s and 1990s, Pirelli advertising had moved beyond simply explaining tyre technology. These were ads about confidence, performance and image – whether attached to the world's fastest production car or one of the most famous advertising lines of the era.

1988: LAMBORGHINI COUNTACH

The mention of Merkur marks this out as a North American advert. The original-equipment (OE) message could hardly have been more direct: when the world's fastest production car wore Pirelli tyres, there were 'simply no options'. The Countach, photographed from above, turned technical endorsement into bedroom-wall theatre.

1992: P5000 VIZZOLA

The Vizzola name referenced the Varese area of northern Italy, home to one of Pirelli's tyre-testing tracks. Unlike original-equipment tyres, the P5000 Vizzola and P200 Chrono were conceived for the replacement market, allowing them to suit a broad range of cars without the homologation process required by OE fitments. Created by external agency Young & Rubicam, this ad sold the Vizzola less as a technical product and more as an attitude: 'works hard, plays hard'.

1997: POWER IS NOTHING WITHOUT CONTROL

Arguably one of the most famous advertising lines of the 1990s, 'Power is Nothing Without Control' was created by Young & Rubicam and supported by a series of unforgettable images. The best known starred multiple Olympic gold medallist Carl Lewis wearing a pair of red high heels, while this later execution featured French Olympic champion Marie-José Pérec. Her sprints, leaps and jumps were reconstructed in a hangar near Swindon, complete with fake volcanoes and virtual lightning flashes – proof that by the late 1990s, Pirelli advertising had become pure theatre.



WHEN IT COMES TO ORIGINAL EQUIPMENT TIRES
ON THE WORLD'S FASTEST PRODUCTION CAR, THERE ARE SIMPLY NO OPTIONS.

Available on original equipment from the Fiat, BMW, Jaguar, Land Rover, Lotus, Mercedes-Benz, Nissan, Renault, Saab, Volvo and others.



**THE NEW P5000 VIZZOLA.
WORKS HARD, PLAYS HARD.**

PIRELLI IF YOU'RE GOING TO DRIVE, DRIVE.



P5000™ The latest wave in tyre technology has broken. Silica based compounds, developed with the world's top car manufacturers, ensure maximum adhesion in the wet. A dramatic improvement in braking, cornering and steering power ensures maximum grip. The P5000™ ensures maximum envy. Pirelli. Power is nothing without control.

<http://www.pirelli.com>

PIRELLI