



PRESS RELEASE

Pirelli Eco Technology aims to conquer Great Britain

Birmingham, 12 April 2011. Pirelli Eco Technology, which forms part of the world-renowned Pirelli Group, is consolidating its position in Great Britain with its class-leading range of aftermarket particulate filters, combining cost-efficiency with respect for the environment.

The launch of new products within the UK was unveiled today by Pirelli Eco Technology Commercial Director Stefano Sanchini at a press conference in Birmingham during the Commercial Vehicle Show: one of the leading trade fairs in Europe for commercial vehicles and aftermarket products.

“We’re delighted to be highlighting our new range of ground-breaking products within Great Britain, a crucial market that is of particular relevance with the latest emissions regulations (stage 3/4) for the London LEZ (Low Emission Zone) to be implemented starting from January 2012” said Sanchini. “Our products are designed to ensure that operators meet these environmental targets without having to trade in their old vehicles.”

Pirelli Eco Technology showcases the Feelpure range of products: a complete portfolio of technologies developed by Pirelli Eco Technology to reduce regulated emissions from diesel engines.

The latest product from the range is the Feelpure Platinum filter, which was launched earlier this year. Feelpure Platinum is a wall flow DPF system with continuous regeneration strategy. The use of a platinum coated catalyser mounted in front of the filtering cartridge in recrystallized silicon carbide ensures the best operating performance for the vehicle and class-leading efficiency in emissions reduction.

Feelpure Platinum environment performances, with reduction rates of 99.7% PN (Particles Number), over 95% PM (Particulate Matter), over 95% HC (Hydrocarbon) and over 75% CO (Carbon Monoxide), match the strictest air quality legislation currently existing in Europe.

“The Platinum filter further enlarges the Pirelli environmental range of emissions reduction technologies” added Sanchini. “Pirelli emissions reduction technologies enable commercial vehicles to comply with the latest emissions regulations and demonstrates the firm commitment from both ourselves and our customers to reduce the impact of commercial vehicles on the environment.”

The Platinum filter is the latest addition to the range of environmentally aware Feelpure products, which all feature a filter cartridge in silicon carbide, a material chosen by Pirelli Eco Technology for its long lasting strength and for its capacity to withstand thermal and mechanical stress.

All the Feelpure filters can be fitted to trucks, buses, coaches, light commercial vehicles and earth-moving machinery. The emissions reduction device is housed in a muffler that replaces the original silencer, thereby avoiding having to modify the engine.

Other products from the Feelpure range include the Feelpure FBC (Fuel Borne Catalyst) pioneered by Pirelli in 2004. This original iron-based liquid catalyser is able to guarantee the best environmental performance for urban applications.

The Feelpure AR was introduced five years later, based on aided regeneration technology that guarantees correct functioning of the filtering system for more critical urban applications, thanks to special super-heating glow plugs. This technology was developed by the Pirelli Group for urban as well as stop and go applications, characterised by low exhaust gas temperatures.

The Feelpure Downox was launched last year: a system for the treatment of diesel engine emissions, made up of a particulate filter and a Urea catalyser. This is designed to reduce all polluting agents from heavy commercial vehicles and buses. The Downox allows Euro 2/3/4 vehicles to reach the Euro 5 class for all regulated pollutants, eliminating, among other things, nitrogen oxide: one of the most common pollutants in the air.

All these groundbreaking products showcase the Pirelli Group's philosophy of effective ecology – ranging from Formula One, which Pirelli is supplying with tyres until 2013, to the commercial vehicles that form an essential part of everyday life.

Feelpure was originally launched in the Italian market before expanding to other major European markets, including Switzerland, France and the UK in 2007. Since 2008 Feelpure has been present in Germany, The Netherlands, Belgium, Scandinavia and the Baltic countries, as well as Greece, Poland, South America, Portugal and China – where a Pirelli Eco Technology factory has been built to cope with worldwide demand.

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