



ANGEL C.T.

October 21st, 2015
Subang, West Java Indonesia



WELCOME TO

ANGEL CT

PRODUCT LAUNCH

October 21st, 2015 – Subang, West Java Indonesia



A close-up, low-angle shot of a motorcycle tire, likely a Pirelli Angel, showing the tread pattern and the 'ANGEL' branding on the sidewall. The background is a blurred, golden-hued landscape, possibly a field or beach at sunset.

Gianluca Renato

Global Marketing Director
Pirelli BU Moto



143 Years of Success (est. 1872)



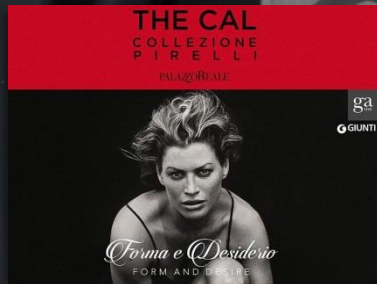
FONDAZIONE PIRELLI

HangarBicocca

Culture



Advertising



"The Cal"™



Industrial Design



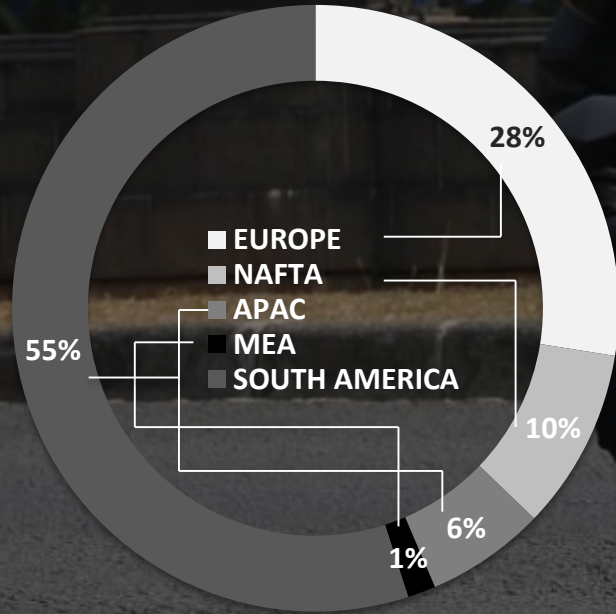
Boundless Research to foster continuous Product Innovation





BU MOTO: at a glance

GLOBAL PREMIUM PLAYER



Sales by Region

MULTINATIONAL SOURCES

Site	Technology
Germany	Radial
China	Radial
Brazil	X-Ply
Indonesia	X-PLY

Production Sites

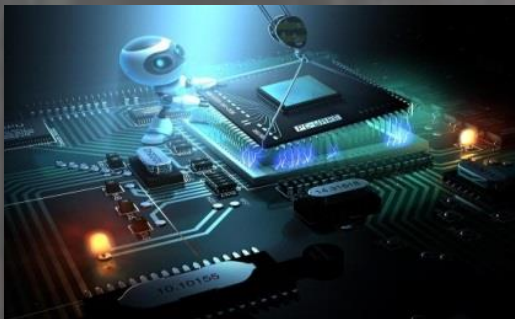


OEM PARTNERSHIP



MOTORSPORT





Technology and Product

- Increase technological advance
- R&D for higher performances and lower transformation costs



Industrial Footprint

- Factories focused on technological competence



Marketing

- In mature markets, further leverage on Premium OEM and Replacement
- In emerging markets, seize Premium growth opportunities.



Thierry Corte

APAC Commercial Director
Pirelli BU Moto

40 million of 2 wheels vehicles that can potentially fit Angel CiTy

TARGET BIKES: high-end urban bikes up 300cc



From well-known
UNDERBONE bikes



Toward
Small bikes



Up to Medium
Sport bikes

OUR CONSUMERS TARGET

MAINLY MAN
YOUNG URBAN
LOOKING for PERFORMANCE and SAFETY

EXPECTATION FROM A TYRE

SAFETY (grip, braking, wet)
HANDLING & STABILITY (high speed, full load)
LONGEVITY & RESISTANCE

A close-up, low-angle shot of a motorcycle tire, likely a racing tire, showing the tread pattern and the word 'ANGEL' embossed on the sidewall. The background is a blurred, golden-hued landscape, possibly a field or track, under warm lighting.

Piero Misani

Global R&D and Industrial Director
Pirelli BU Moto



CONSISTENT PERFORMANCE

SBK™
SUPERBIKE
 FIM WORLD CHAMPIONSHIP

- INNOVATION
- TECHNOLOGY
- PASSION
- RACING

DIABLO
 SUPERBIKE

DIABLO
 ROSSO II

ANGEL GT

ANGEL C.T.

ANGEL

Winner of the most prestigious Sport
 Turing Radial tire test

Winner of 7 World Records





APPLICATION RANGE



SPORTY



FREE TIMERS



SMART
URBANS



KEY PERFORMANCES



DURABILITY



AGILE HANDLING

WET SAFETY



HOW

DURABILITY

AGILE HANDLING

WET SAFETY

TREAD PATTERN DESIGN

ROBUST & EFFICIENT CARCASS

INNOVATIVE COMPOUND BLENDS

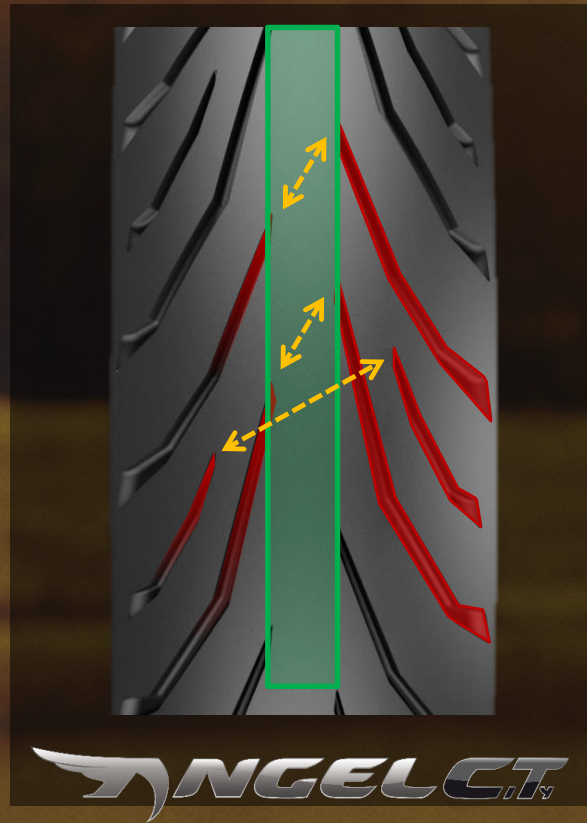


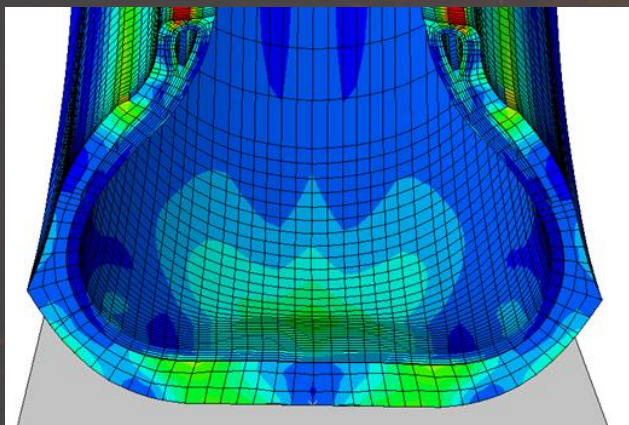
Same groove elements and orientation to preserve wear

Central slick stripe for mileage and grip

Shifted symmetry to optimize footprint on X-Ply construction

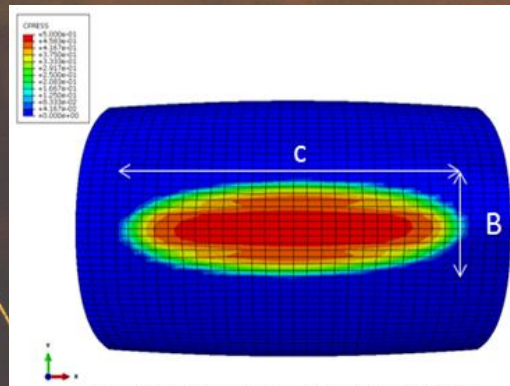
Increased frequency of grooves for water drainage





- High efficiency nylon/pet carcass
- High fiber endcount (up to 90 cords/dm)
- Optimized carcass geometry

F.E.A. Design to obtain uniform distribution of pressure.



- Uniform carcass tension over footprint
- Controlled footprint pressure
- Different carcass end count between front (lower) and rear (higher)

=> Reduced stress and longer tyre life
=> Mileage
=> comfort

TARGET :

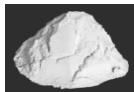
- WET GRIP TUNED ON ASEAN CONDITIONS
- MILEAGE

CARBON BLACK :



- WET GRIP AT HIGH TEMP
- DRY GRIP
- MILEAGE

SILICA :

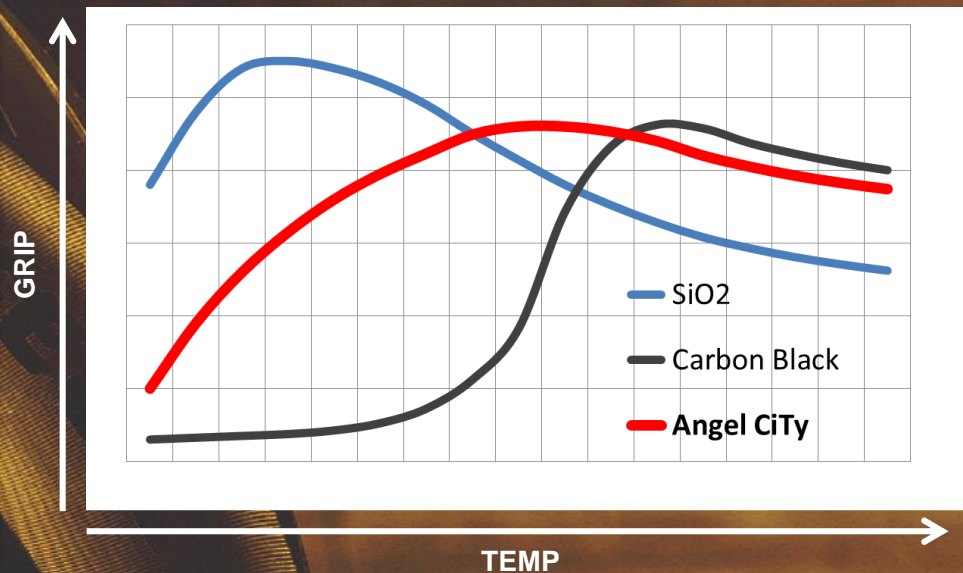


- WET GRIP AT LOW TEMP

RESINS :

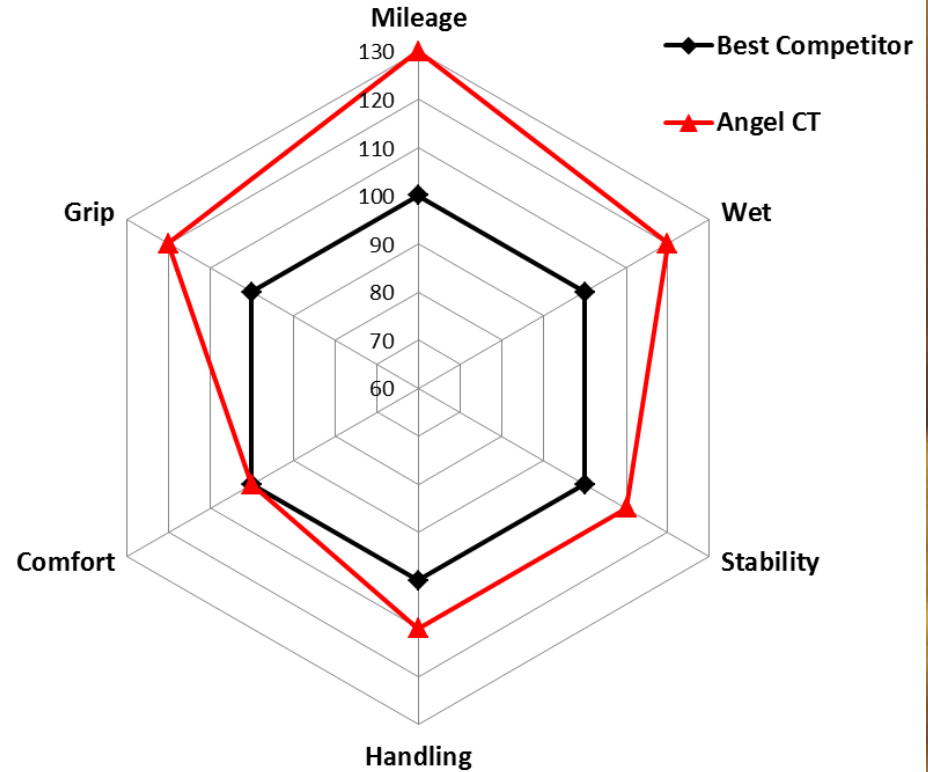


- PERFORMANCE CONSISTENCY



THE MOST LASTING SPORT TOURING TYRE IN THE MARKET ACCORDING TO PIRELLI'S WAY:

- **+30% MILEAGE** VS BEST COMPETITOR
- **EXCELLENT GRIP** ON BOTH **DRY** AND **WET**
- **SPORTY HANDLING** FROM **PIRELLI DNA**
- **VERSATILITY**





PRODUCT RANGE



FRONT – ANGEL CITY

17	70/90 - 17 M/C 38S TL
	80/90 - 17 M/C 44S TL
	80/100 - 17 M/C 46S TL
	90/80 - 17 M/C 46S TL
	100/80 - 17 M/C 52S TL
	110/70 - 17 M/C 54S TL

REAR – ANGEL CITY

17	80/90 - 17 M/C 44S TL
	90/80 - 17 M/C 46S TL
	100/80 - 17 M/C 52S TL
	100/90 - 17 M/C 55S TL
	120/70 - 17 M/C 46S TL
	130/70 - 17 M/C 62S TL
	140/70 - 17 M/C 66S TL
	150/60 - 17 M/C 66S TL



THANK YOU

