



NEXT LEVEL

# DIABLO ROSSO III

APAC MEDIA LAUNCH

SEPANG INTERNATIONAL CIRCUIT, MALAYSIA, MAY 15-16 2016.

**DIABLO**  
ROSSO

**PIRELLI**

# COUNTRY OVERVIEW



NAFTA

Increase market share  
and brand awareness



EUROPE

Consolidate leadership  
focus on premium



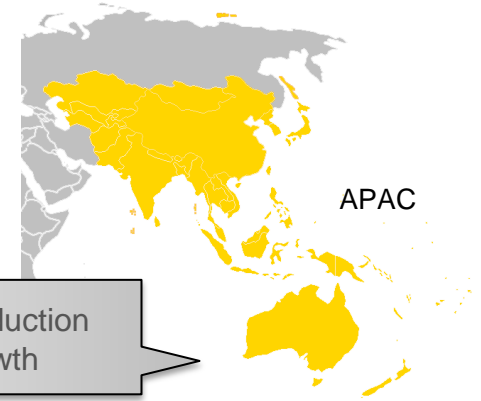
INDIA

Growth and exploit  
market potential  
(repl./OE)



LATAM

Maintain premium  
market leadership



APAC

Leverage local production  
and market growth

# MAIN ORIGINAL EQUIPMENT PARTNERSHIP

Pirelli Tyres are developed following global partnerships,  
but also local manufacturers with specific needs and products.



# THE ORIGINS OF A MODERN BRAND

Con rarissimo stupore ci leggiamo  
di Giovanni Battista Pirelli  
per la via ditta Pirelli  
PRESENTATO ADDI 15. 5. 84. ED INSCRITTO

THE FOUNDER'S SIGNATURE IN AN 1884 DOCUMENT.

# THE ORIGINS OF A MODERN BRAND

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1888

# THE ORIGINS OF A MODERN BRAND

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1901

# THE ORIGINS OF A MODERN BRAND

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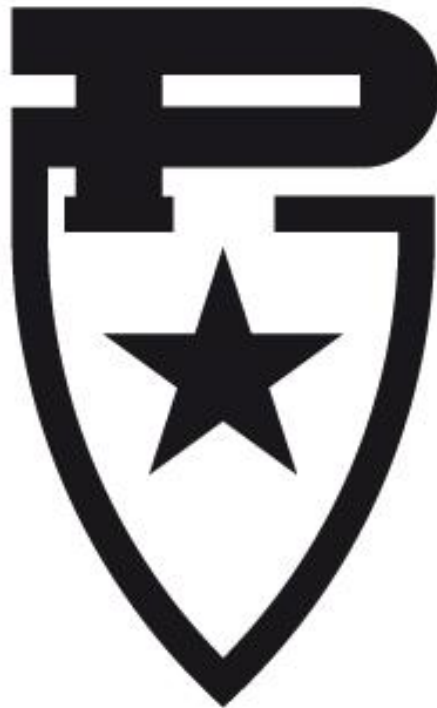


The image shows the first logotype used in Italy in 1910. It consists of a large, bold, black letter 'P' with a rounded top and a thick vertical stem. Below the 'P', the word 'IRELLI' is written in a smaller, bold, black, sans-serif font. The entire logotype is centered on a white background.

THE FIRST LOGOTYPE USED IN ITALY IN 1910

# THE ORIGINS OF A MODERN BRAND

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1946



# THE ORIGINS OF A MODERN BRAND

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A large, bold, black PIRELLI logo. The word "PIRELLI" is written in a thick, sans-serif font. Above the letters "I", "R", "E", "L", and "L" is a thick horizontal bar that spans the width of these letters. The bar has a white rectangular cutout in the middle, positioned over the "R" and "E". The "I" and "L" letters are partially obscured by the bar.

1946

# THE ORIGINS OF A MODERN BRAND

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1997

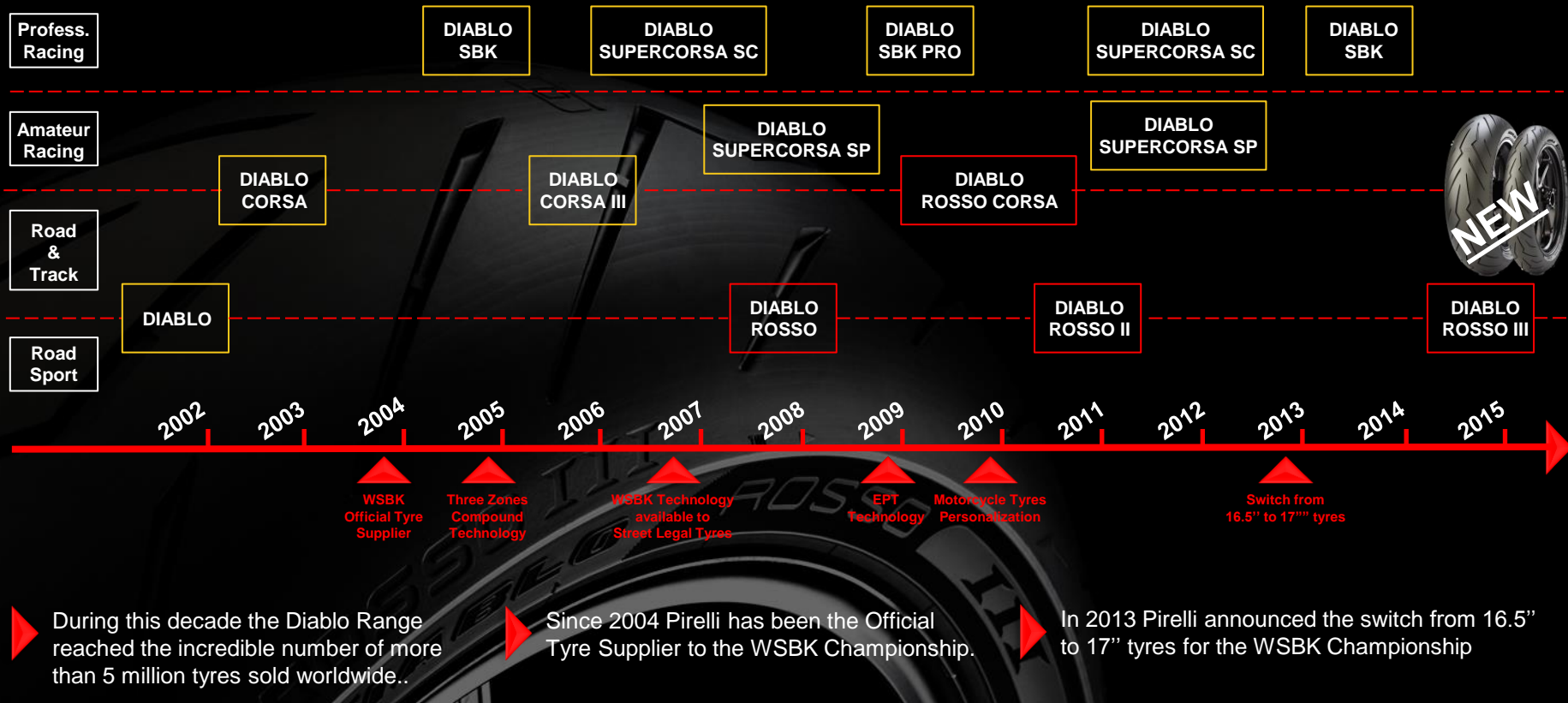
# THE ORIGINS OF A MODERN BRAND

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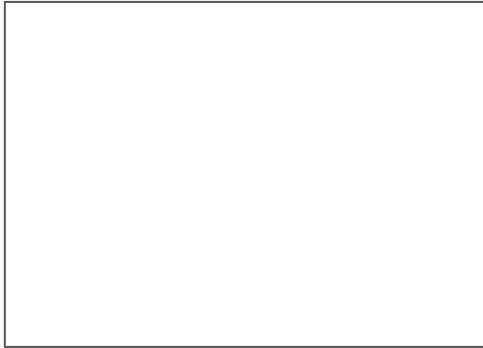


“THE BRAND IN THE BRAND”

# DIABLO TRADEMARK: HISTORY AND PRESTIGE



# DIABLO: BRAND IN THE BRAND



Diablo Temporary store



Diablo Super Biker App



WSBK Racing heritage



Ride Passion Retail Network

# «ROSSO»: the color of the «Nazionale Italiana Motori»

The first motorcycle races start at the end of XIX century.  
Before that only horses, bicycles and trains were racing.



During the first years motorcycles were 100% black.  
A color that was already used to paint couches, steam trains and bicycles ...



# DIABLO: BRAND IN THE BRAND

With the growing number of participants, engine power, and speed, it was requested to distinguish participants and easily identify them during the races.

Some basic rules related to colors were given at the beginning of 1900, but only in 1922 we can find the first international sports code with a related formal guideline for the colors management.

Blu was given to France, with white race number, white was given to Germany with red race number.

UK got green color with white number; Switzerland red, but with black number on white, white for USA with blu stripe and white number on blu background.



# DIABLO: BRAND IN THE BRAND

Red was given to Italy with white number (even though red at the beginning had been given to USA – red infact was the first Indian Motorcycle in 1901..)

With the sponsors arrival, the old color national rules has been abandoned.

This makes always more difficult to identify the nationality of the racing teams.

Pirelli with the new **Diablo Rosso III** wants to reiterate a tribute to our national racing color which more than any other color can communicate also our passion, and the sportyness of our products.





# TARGET BIKERS

- Younger than other cluster of riders
- Highest annual mileage (up to 15.000 km).
- They use their motorbikes in all occasions, on biker rallies, track racing, trips.
- Low weather sensitivity, they use their motorbike always, even when it's raining.



Doxa Consumer research 2014

# TARGET BIKES



# TYRE RANGE



## Front Sizes

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- 110/70 ZR 17 M/C 54W TL
- 120/60 ZR 17 M/C (55W) TL
- 120/70 ZR 17 M/C (58W) TL

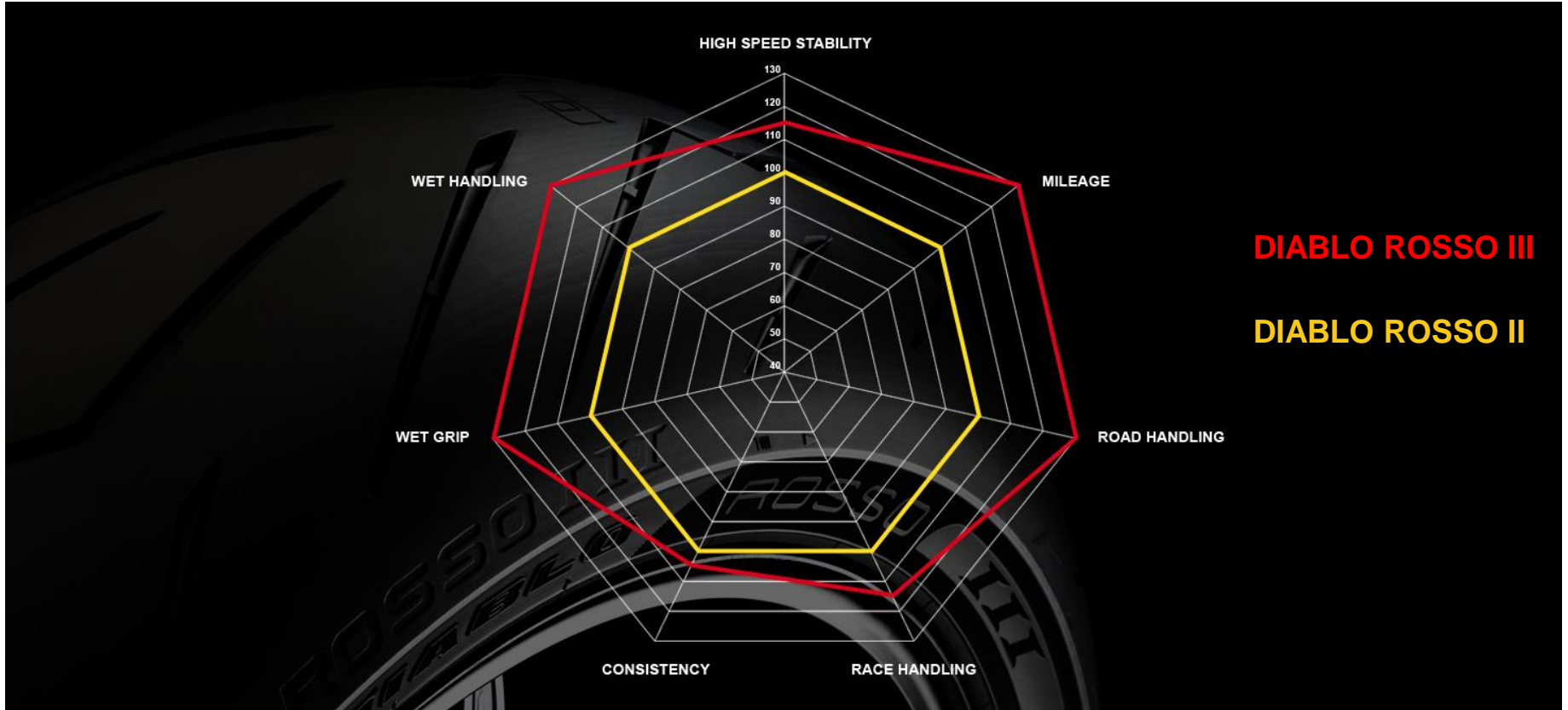


## Rear Sizes

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- 150/60 ZR 17 M/C 66W TL
- 160/60 ZR 17 M/C (69W) TL
- 180/55 ZR 17 M/C (73W) TL
- 180/60 ZR 17 M/C (75W) TL
- 190/50 ZR 17 M/C (73W) TL
- 190/55 ZR 17 M/C (75W) TL
- 200/55 ZR 17 M/C (78W) TL

# RADAR CHART



**DIABLO ROSSO III**

**DIABLO ROSSO II**

# DIABLO

ROSSO™ *III*



# KEY PERFORMANCES

How to reach them

**HANDLING**

RACING DERIVED PROFILES

**GRIP**

HIGH ENERGY STRUCTURE

**CONSISTENCY**

SPECIAL COMPOUNDS

TREAD PATTERN EFFICIENCY

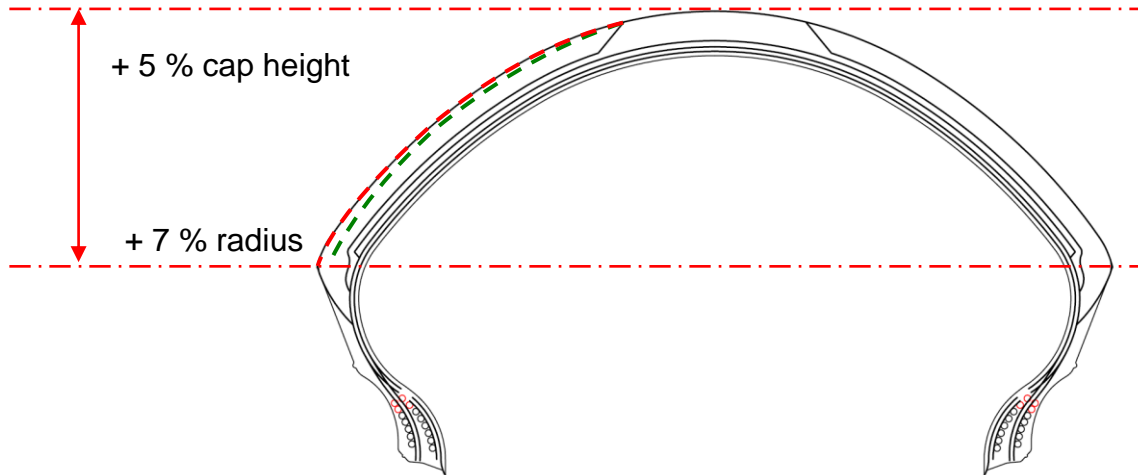
# PROFILES

Diablo Rosso II

Diablo Rosso III

Diablo Supercorsa

RACE ATTITUDE



## RACING DERIVED PROFILES

- Racetrack performance potential

## INCREASED SHOULDER RADIUS

- More support while leaning

## INCREASED PROFILE HEIGHT AND WIDTH

- Footprint for constant performance
- Fast handling

## F+R CODESIGN

- Balanced behavior
- Progressive answer to load transfer

# PROFILES

Diablo Rosso II

Diablo Rosso III

Diablo Supercorsa

RACE ATTITUDE

45°

52°

58°

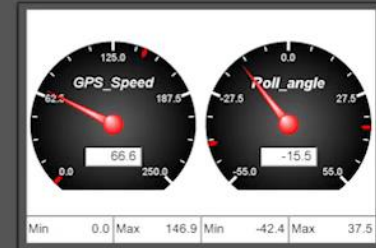
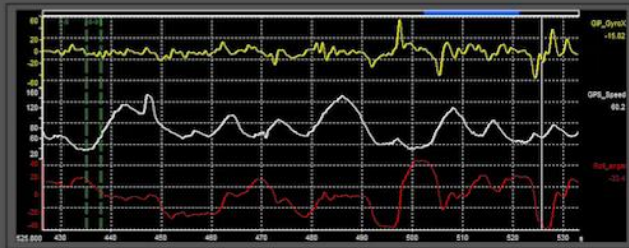
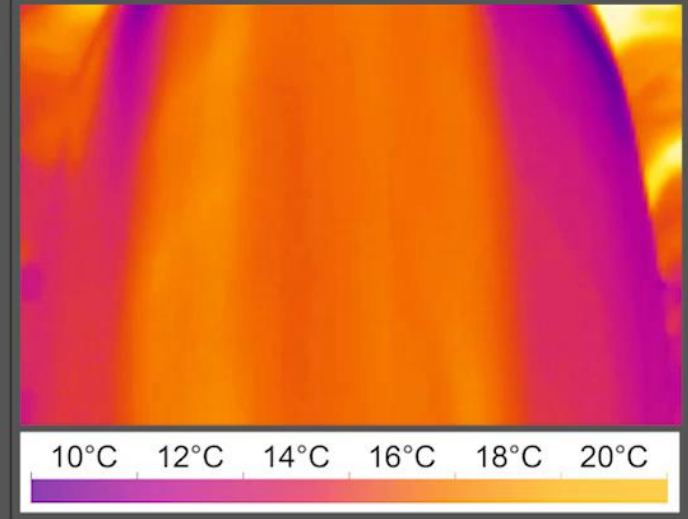
100%

+2.5%

+3%

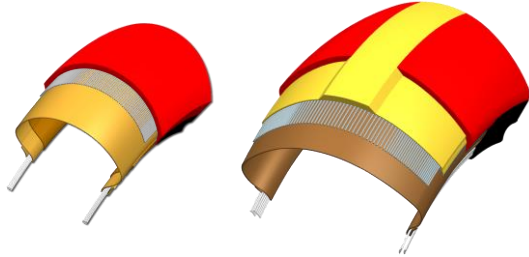


# PROFILES

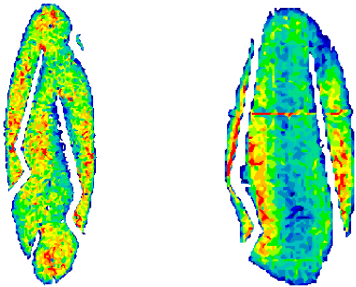


# STRUCTURES

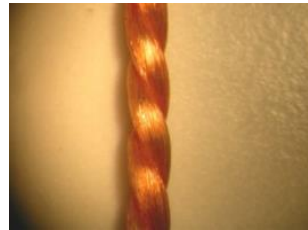
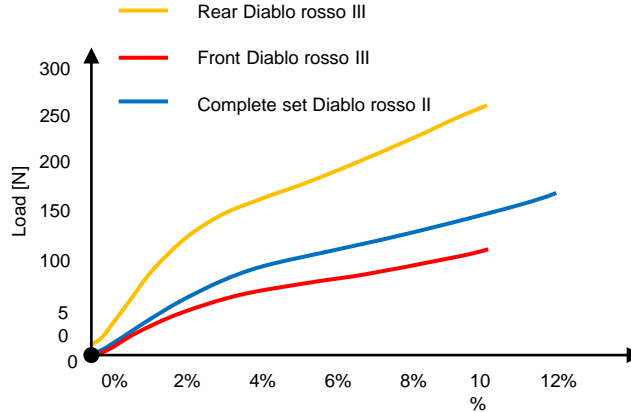
Increased Ratio Stiffness  
of front/rear carcass



Progressive Belt stiffness  
from center to shoulder



**+60% rear vs front**



Front cord



Rear cord

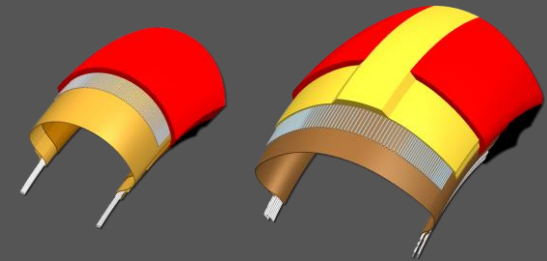
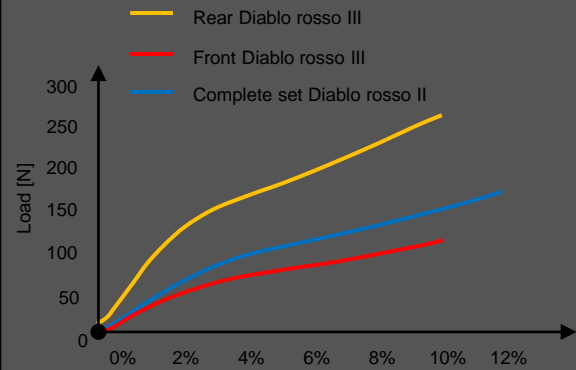
**BUMPS ABSORPTION**

- Grip
- Safety feeling
- Feedback

**FAST WARM UP IN EVERY  
CONDITION**

**UNIFORM AND REGULAR  
WEAR**

# STRUCTURES

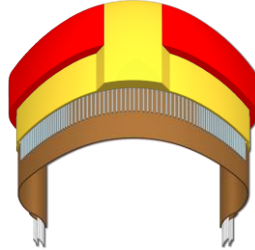
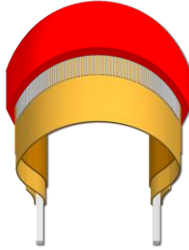


# COMPOUNDS – GRIP AT ALL TEMPERATURES

Wide shoulder compound + cap&base construction

100% SILICA

Wet/dry Grip road



>70% SILICA

Stability mileage

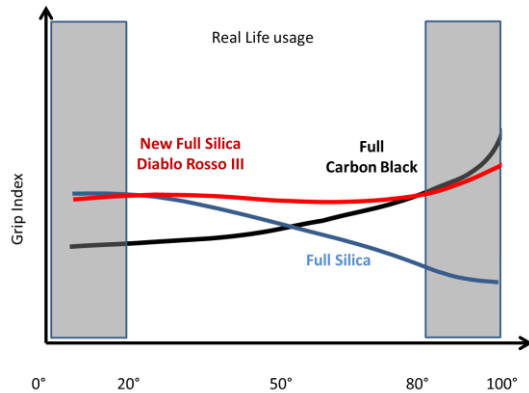
OPTIMAL GRIP IN A WIDE RANGE OF TEMPERATURES

GRIP ON DRY AND WET CONDITION

PERFORMANCE CONSISTENCY

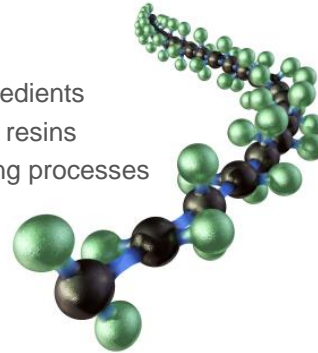
MILEAGE

## HYSTERESIS = GRIP



## SILICA

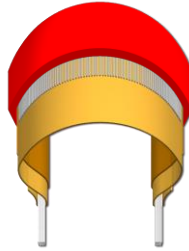
- 30 different ingredients
- Blend with SBK resins
- Innovative mixing processes



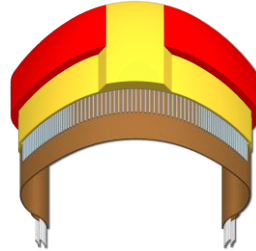
# COMPOUNDS – GRIP CONSISTENCY

Wide shoulder compound + cap&base construction

100% SILICA



>70% SILICA



Dry Grip

Shoulder compound with compound module changing with the temperature

Stability mileage

Entral compound with constant stiffness through the temperature range

OPTIMAL GRIP IN A WIDE RANGE OF TEMPERATURES

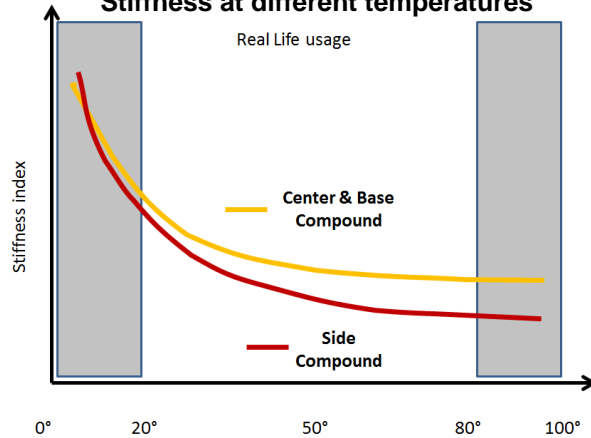
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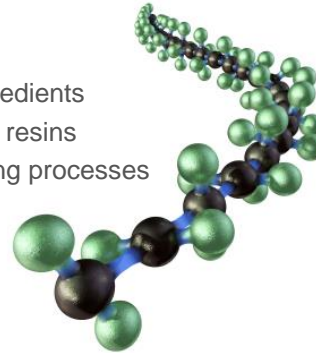
Stiffness at different temperatures

Real Life usage

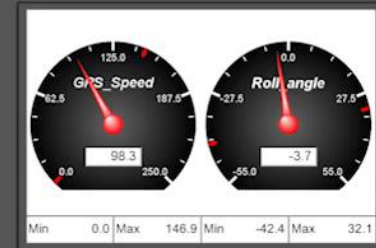
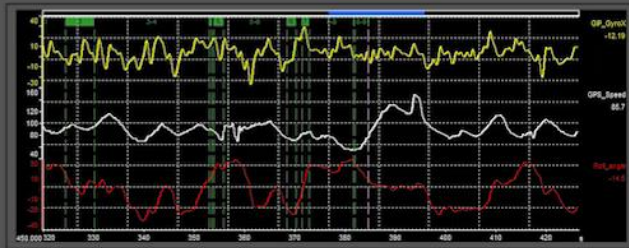
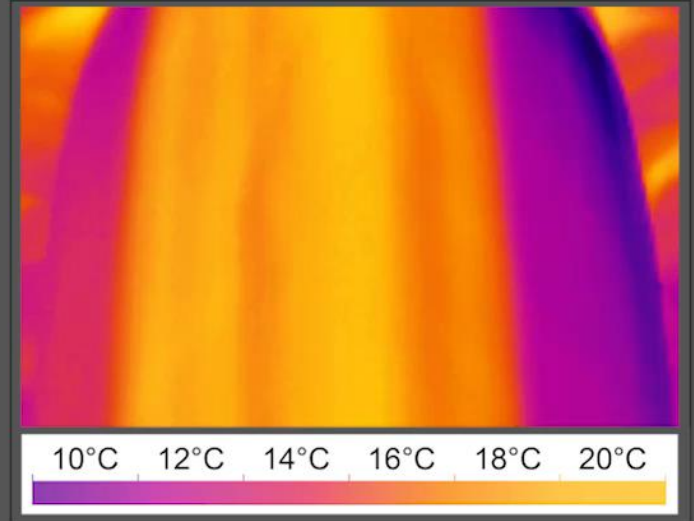


SILICA

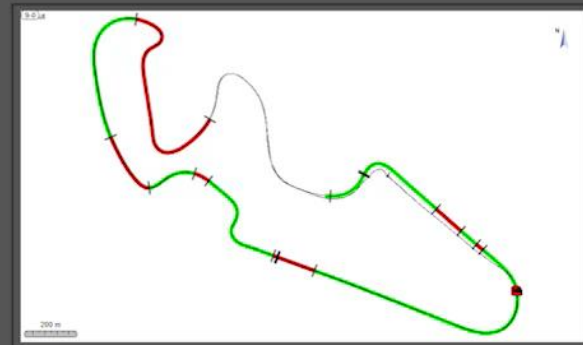
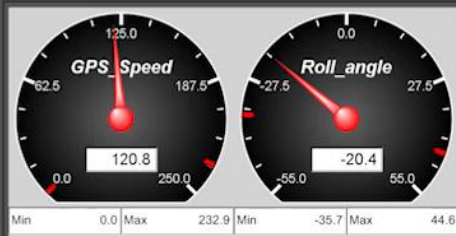
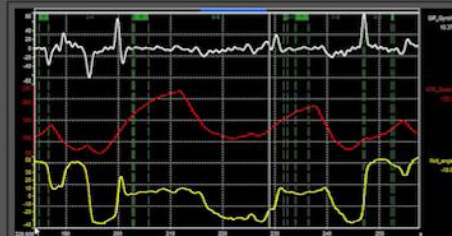
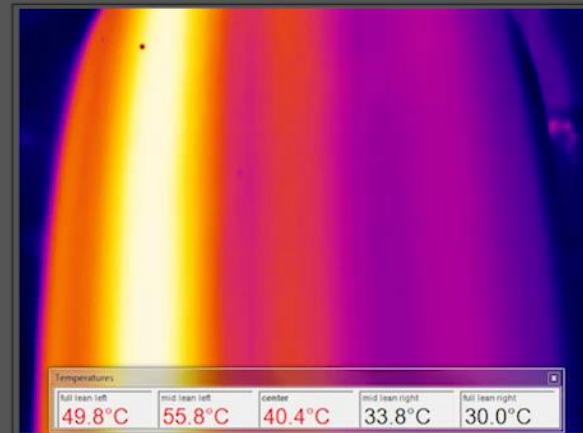
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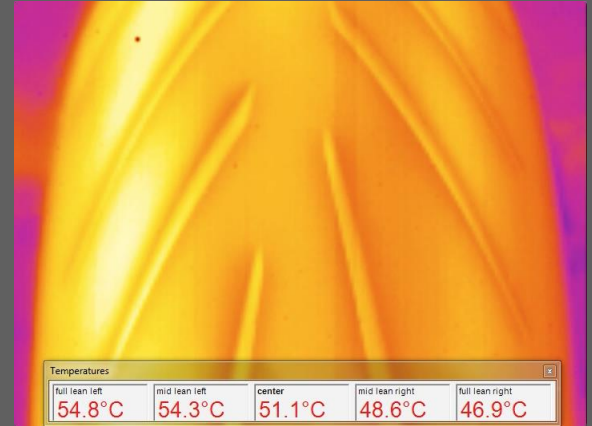
# COMPOUNDS



# WARM UP & CONSISTENCY



# WARM UP & CONSISTENCY



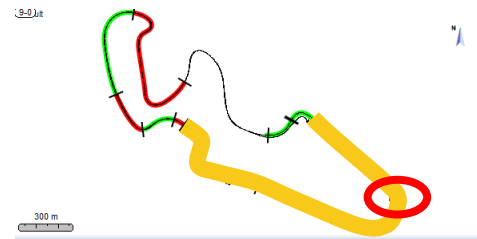


# WARM UP & CONSISTENCY

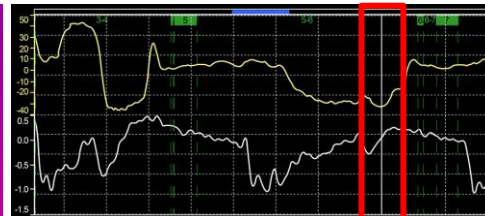
Thermal cycles in racing session

Thermal images

Telemetry

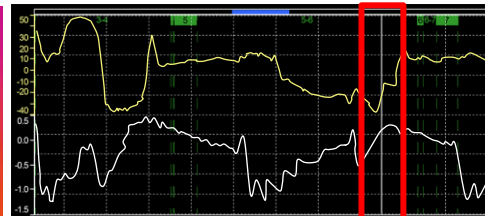


Lap 1



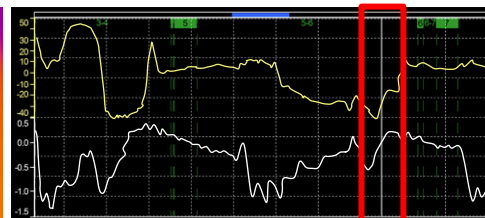
Timing curve = 10 sec  
Roll Angle = 32.8 °

Lap 5



Timing curve = 9.3 sec  
Roll Angle = 35 °

Lap 20



Timing curve = 9.5 sec  
Roll Angle = 35 °

**WARM UP**

Longitudinal Acceleration difference <5%

**CONSISTENCY**

Longitudinal Acceleration difference <3%

# TREAD PATTERN EFFICIENCY

## 1° MAIN GROOVE

- Water drainage at tip in
- Confidence feeling on wet

## 2° GROOVE GROUP

- Enhanced water drainage in lean
- Facilitate compound warm-up
- Confidence feeling on wet

## REVERSED DIRECTION GROOVE

- Footprint pressure optimization
- Enhance warm-up



PATENTED TREAD PATTERN

## GROOVE DIRECTION FOLLOW WEAR WAVES

- Even and Uniform wear
- Lap consistency

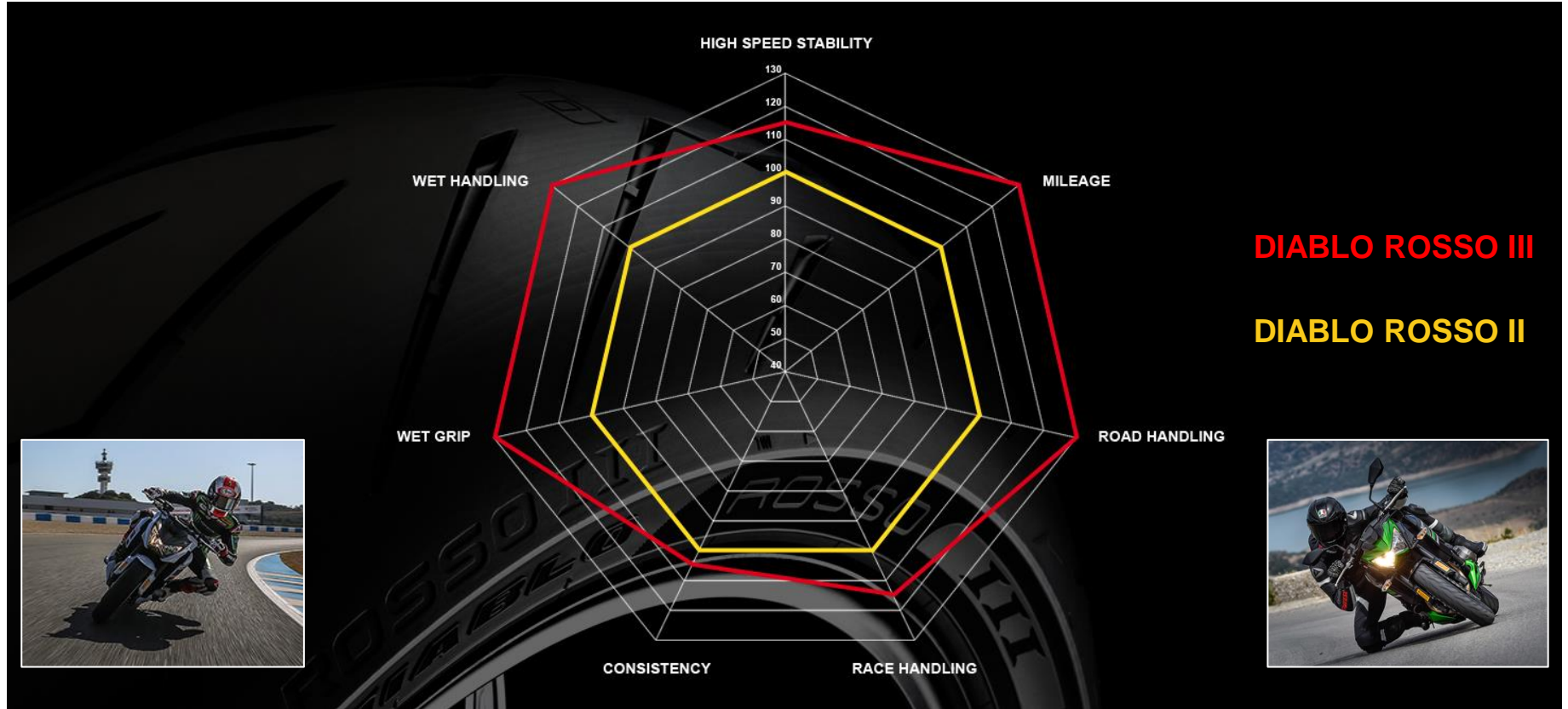
## SINGLE ELEMENT GROOVE

- Compactness
- Stability

## REDUCED VOID/FILL RATIO (9,5% Front, 7,5% Rear)

- More rubber on the ground
- More grip

# «WE RACE WHAT WE SELL, WE SELL WHAT WE RACE»



**DIABLO ROSSO III**

**DIABLO ROSSO II**