PRESS RELEASE

PIRELLI TOP PARTNER OF THE INTERRELIGIOUS MATCH FOR PEACE

SOCIAL INVOLVEMENT AND PASSION FOR SPORT A PART OF PIRELLI’S CULTURE AND HISTORY

Milan, 22 July 2014 - Multiculturalism, multi-ethnicity and openness to all religions are in Pirelli’s DNA and since its birth 140 years ago it has embraced the whole world. Face to face with local realities, participating in their lives, contributing to their community’s growth, support for social initiatives, often with an eye to future generations, above all when disadvantaged, go side by side with the company’s daily business. An attitude of exchange and conversation is visible and tangible in all the places where Pirelli works – in the offices, factories and laboratories – where innovation is born and talent nurtured. As a result of this outward reach, Pirelli has factories in 13 countries and is commercially active in over 160. It has become its own a small world with 38,000 employees and their families, over 20 languages spoken and 34 nationalities represented. For this reason it was natural for Pirelli, and also a point of pride, to support the Interreligious Match for Peace.

The values that the Inter-religious game wishes to convey have always been shared by Pirelli: passion, sacrifice, determination, team spirit, unity and respect for diversity. For this reason Pirelli has promoted sports since 1907, with activities which over the years have ranged from motorsport to sailing, from golf to soccer. The link between Pirelli and sport has never been broken, allowing Pirelli to develop many initiatives over time in the social context in favour of the local communities of the Countries where it works. Its commitment to sports has become synonymous with solidarity and ethical social engagement, above all among the young. Involving young people in sport is a way to teach children of differing social backgrounds about integration, helping to eliminate unfavourable situations of such as ostracism and solitude, instead promoting healthy growth and team spirit which will reflect on society today and in the future.

Passion for sport
Pirelli’s passion for sport began in 1895 with cycling, a relationship which intensified with the 1909 Giro d’Italia, when 30 of the 40 riders used Pirelli tyres. In 1913, Pirelli also entered motorcycling where it remained until 1956, to then return at the end of the 1990s and has been the sole supplier of the world Superbike championship since 2004. Its entry into motorsports, however, was in 1907 when Pirelli tyres where used by the Italians in the Peking to Paris rally. This was just the beginning and it would be followed by leading roles in the Mille Miglia, the world of Rallies, Grand Touring and ultimately Formula 1 where has been the sole supplier to all teams since 2011. But Pirelli’s commitment to sport does not involve only cars and motorcycles, there is also aeronautics – with the development of rubberized fabrics for aircraft and tyres for airplanes – as well as athletics, fencing and sailing.

Pirelli’s most famous non-motorsport involvement is with the world of soccer. It is a link which begins in 1877, when the production of sporting articles in rubber also begins and in 1922 it evolves with the patent rubber treatments for soccer balls. In 1926, Piero Pirelli – son of the company’s founder – pushed for the construction of the San Siro stadium in Milan, today still one of Milan’s symbolic locations. In 1995 Pirelli’s link with soccer became even stronger, when the group’s history becomes entwined with that of Inter, one of the most important and well known clubs in the world.
The 20-year association is not only sporting passion but an actual sharing of values which resulted in Pirelli’s support for the Inter Campus project, born in Italy and subsequently exported to other countries of the world, with the goal of helping children in difficult situations to obtain scholastic and sporting educations. There is in fact a preferential link between social solidarity and sport, a virtuous cycle in which commitment in sports becomes synonymous with a commitment to the spreading of social and ethical solidarity, above all among young people. Involvement in sport means teaching children of different social classes the concept of integration and working to prevent negative situations such as ostracism and loneliness.

Pirelli has supported the Inter campus social project in Slatina, in Romania, where the group has a production facility. The recreational-sporting activities are organized for the whole year, with the participation of over 80 children who come from different social backgrounds and who have learned – through soccer – the values of teamwork, integration into society and friendship. In 2012 Pirelli and Inter repeated the experience also in Silao, in Mexico, near the new Pirelli factory, involving 150 children from the area. In 2014 the first Inter Campus was launched in the USA in New York, in the Inwood neighbourhood of New York, involving over time 120 children aged from six to 13, as well as four trainer/educators who will themselves receive periodic sports training from the technical staff of Inter Campus. The children participating will be followed by the educators also during the school year thanks to planned after-school activities and initiatives and tutoring.

Social involvement
Pirelli’s social involvement is not limited solely to sport, but is expressed through activities of solidarity around the world. Since its foundation in 1872, Pirelli has been aware that it has an important role in the promotion of social progress in all the communities where it operates, supporting social, environmental, cultural, sporting, healthcare, educational and training initiatives around the world. The promotion of education and technical training constitute values that are inherent to Pirelli’s history, which benefits from technical and research cooperation with various universities around the world, beginning with, among others, the Milan and Turin Polytechnics, but also the University of Shandong in China and the University of Craiova in Romania. Pirelli firmly believes in training as a key to individual growth and the growth of a Country and for this reason donates scholarships and projects as well as educational support to provide underprivileged children with the instruments they need to climb out of poverty. Among the most relevant of these educational support schemes for children which Pirelli conducts in communities where it operates, there is the Projeto Guri, in Brazil, which for years has provided musical and singing instruction to hundreds of children in the areas of Campinas and Elias Fausto in San Paolo. Among the educational and training activities, the agreement between Pirelli and the Qufu Normal University in China deserves a special mention. It provides finance for students of excellence who come from poor backgrounds to help them complete their studies. Another priority for Pirelli is helping to improve healthcare services in the communities where it operates. In this context, Pirelli Romania, in cooperation with Milan’s Niguarda Hospital, has since 2008 supported training for doctors and nurses and the donation of medical equipment and instruments to Slatina Hospital. Over 120 professionals, who each year provide care for more than 40,000 patients, received training as a part of the project, in particular in the areas of oncology, pediatric care and first aid. Pirelli has since 2010 supported the Pequeno Principe Hospital of Curitiba, the biggest pediatric hospital in Brazil, helping 5,000 children and their families.

***

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