Pirelli PHP ™ is born, high performance agricultural tire

Pirelli **has recently launched a new high performance product, Pirelli PHP ™, the new agricultural tire of the Italian manufacturer, which takes advantage of the experience gained outside Europe, where the agro line was always at the center of the Pirelli range, a pioneer brand in tires for Agriculture since 1936, when the company began promoting tires for the replacement of the iron wheels of tractors.**

As the first manufacturer to apply radial technology to agricultural tires, Pirelli introduced the Cinturato for tractors in 1956. Then, in 1984, *Pirelli was once again the first to develop an extensive 70 series of tractor tires.* Seventeen years after the last direct sales in Europe, Pirelli has made the decision to return to the European market with a high-performance product called PHP ™.

> In the last two years, thousands of hours of indoor and outdoor testing, both on the field and on the road, have demonstrated and validated the best results of PHP ™ in all conditions and applications made by European farmers

Developed under the concept ECOIMPACT, three are the fundamental parameters with which Pirelli has worked:

ENERGY EFFICIENCY: The radial tire contributes to reduce fuel consumption and CO2 emissions.

CLEAN AIR: Produced with materials that reduce the environmental impact.

HIGH DURABILITY: Tires developed with new rubber compounds that increase the life of the tire.

To obtain a tire whose main characteristics are:

HIGHER FUEL SAVINGS

Under severe conditions or high severity, the high level of traction is provided by the optimized tread pattern, the innovative shoulder (PIRELLI patent) and the casing. *Self-cleaning is exceptional. Good traction along with lower rolling resistance allows significant fuel savings.*

LONGER DURATION

The specific tread design and the geometry of the blocks, together with a new generation of compounds, *give PHP ™ an excellent performance in terms of long life and regular wear, contributing significantly in the reduction of operating costs.*

LOWER COMPACTION OF THE LAND

The actual dimension of the footprint ensures a lower pressure on the floor and the flexibility of the housing provides a good damping of the vertical forces, *helping to achieve maximum performance.*

HIGHER SAFETY AND COMFORT

The profile and structure of the flanks for vertical balance and lateral stiffness have been studied. The PHP ™ tread pattern has been designed using most advanced CAD systems to deeply analyze the tread shape, contact pressure map and strain / strain analysis in the tread pattern. Tread so that the driver can enjoy the best handling and comfort.

BEST TRANSMISSION OF FORCE

As PHP ™ is designed to fit the most powerful tractors, the geometry of the bead area has been designed for a perfect transmission of the force avoiding the sliding on the tire. At the same time, that ensures an easy adjustment to the rim.

> PHP ™ has been available in Spain since March through Pirelli's network of distributors and customers (TP Industrial España and Portugal SLU)

This "strengthens the bond of the Italian brand with its customers and the commitment to be the true partner that meets all their needs in industrial products" and "retakes the bet by the manufacturer under the direction of Andreu Olmedo, Director of Sales and Marketing Iberia for TP Industrial, with the collaboration on the ground of José Antonio Abad that will be responsible for the commercialization and monitoring of PHP ™ further expanding the portfolio of Pirelli as far as professional vehicles are concerned ", explains Alberto Mogarra Marketing Manager for Iberia.

Source: Pirelli