



Global Quality Policy

Pirelli sets Quality at the base of its “Premium Strategy”, a synthesis of leading-edge technology and product excellence, ensuring implementation through:

- The anticipation and satisfaction of the different expectations of our internal and external stakeholders worldwide, benefitting from the high level of competence, professionalism of our personnel and the multicultural nature of the Group;
- The safety, reliability, high performance of our products and services, ensuring compliance with both the current legislation and the most advanced national and international applicable standards;
- The continuous development and innovation in products, services, processes and systems, to ensure excellence and to grant full customer delight;
- The promotion among the internal and external community of our corporate culture, oriented to quality and ethics, shared with all our Stakeholders through continuous and focused communication, training and motivational activities;
- A continuous interaction, promptness of response and cooperation with our suppliers and customers, who are considered as joint development and strategic partners to satisfy markets’ and consumers’ expectations;
- The protection of health, safety and wellbeing in the workplace, as well as safeguarding the environment throughout the entire product life cycle.

The quality standards of the Pirelli Group are realized through a “total” quality management system that is dynamic, designed to avoid risks and undesired effects, gather development opportunities and evaluate the effective achievement of our targets, ensuring continuous and sustainable improvement.

Pirelli Top Management has a strategic role in the full implementation of this Policy ensuring the involvement of all personnel and of those who collaborate with Pirelli, supported by the continuous guidance of the Group Quality Department.

November 2015

EXECUTIVE VICE CHAIRMAN and CEO

Marco Tronchetti Provera