

MEDIA INFORMATION

EMBARGO: 12 JUNE 2017 @ 0700 MONTREAL TIME

INFINITI and Pirelli Announce 'Project Black S' Partnership at the Canadian GP

- 'Project Black S' explores the potential for a new INFINITI performance grade featuring unique-for-the-road technology inspired by Formula One
- Pirelli's involvement will include the design and construction of bespoke tires, developed exclusively for Project Black S
- The Italian firm will equip the Black S with P Zero tires that are also available as part of the Coloured Edition. Just as in Formula One, there are coloured markings on the sidewalls, in line with Pirelli's perfect fit strategy.

Montreal – Premium car manufacturer INFINITI and Official Formula One tire supplier Pirelli have announced they will collaborate on INFINITI's 'Project Black S'.

The new partnership was announced at the Canadian GP by Tommaso Volpe, Director, INFINITI Global Motorsport, and Paul Hembery, Motorsport Director, Pirelli.

Unveiled in March 2017, 'Project Black S' explores the potential of a future performance grade for INFINITI. Pirelli's contribution will include the design and construction of bespoke tires developed exclusively for 'Project Black S'.

The ground-breaking project hints at how a performance hybrid powertrain – developed in close collaboration with Renault Sport Formula One Team – could significantly enhance the performance and dynamics of an INFINITI Q60.



INFINITI

EMPOWER THE DRIVE

INFINITI MOTOR COMPANY LTD.

28-30/F, Hopewell Centre
183 Queen's Road East
Wan Chai, Hong Kong
www.infiniti.com

"We are very excited about our 'Project Black S' and the work we are doing with Renault Sport Formula One Team on performance hybrid technology," said Volpe.

"Having another key Formula One player involved is proof of the interest it generates and will add even more focus on performance delivery. As we explore the feasibility of 'Project Black S', Pirelli's input and knowledge, both motorsport and automotive, will be invaluable. We couldn't be happier to have them onboard."

Pirelli was attracted to the Project Black S as a true track-to-road technology transfer project.

"We were fascinated with 'Project Black S' since INFINITI unveiled it at the Geneva motor show earlier this year - we simply had to get involved," said Hembery.

"'Project Black S' is the ultimate expression of innovation and cutting-edge technology transfer, which is in our DNA, so we couldn't let this opportunity go by. We are thrilled to be a part of it and to support INFINITI on this project."

Thanks to motorsport and Formula One, Pirelli embarks on a new and challenging collaboration to develop dedicated tires for a car that features outstanding performance coupled with extreme aerodynamics. Through this partnership, Pirelli's renowned sporting DNA is demonstrated once more, which is chosen to guarantee the best compromise between performance and safety.

'Project Black S' is a collaborative venture between INFINITI and its Renault-Nissan Alliance partner, Renault Sport Formula One Team, celebrating the relationship between the two.

"It is great to have Pirelli involved in Project Black S," said Cyril Abiteboul, Managing Director, Renault Sport Racing.



INFINITI

EMPOWER THE DRIVE

INFINITI MOTOR COMPANY LTD.

28-30/F, Hopewell Centre
183 Queen's Road East
Wan Chai, Hong Kong
www.infiniti.com

"We believe in the potential of this project, and the work we have done with INFINITI on it so far is very promising. Working with the best partners is vital, and Pirelli is a great addition to Project Black S; having their experience and expertise on the tire front will make this project not only more comprehensive but even more exciting too."

For more information regarding INFINITI Project Black S, including images, please visit <http://infinitipresspacks.com/en/project-black-s/home.html>

INFINITI F1 Press Kit: <http://infinitipresspacks.com/en/f1-performance-hybrid/home.html>

-Ends-

About INFINITI:

INFINITI Motor Company Ltd. is headquartered in Hong Kong with representations in 50 markets around the world. The INFINITI brand was launched in 1989. Its range of premium automobiles is currently built in manufacturing facilities in Japan, the United States, United Kingdom and China. INFINITI design studios are located in Atsugi-Shi near Yokohama, London, San Diego and Beijing. INFINITI is in the middle of a major product offensive. The brand has been widely acclaimed for its daring design and innovative driver-assistance technologies. From the 2016 season, INFINITI is a technical partner of the Renault Sport Formula One team, contributing its expertise in hybrid performance.

More information about INFINITI and its industry leading technologies can be found at www.INFINITI.com. You can also follow INFINITI on [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#) and see all our latest videos on [YouTube](#).



I N F I N I T I

EMPOWER THE DRIVE

INFINITI MOTOR COMPANY LTD.

28-30/F, Hopewell Centre
183 Queen's Road East
Wan Chai, Hong Kong
www.infiniti.com

Contacts:

For INFINITI Global Communications, contact:

Jon Walsh
Senior Manager, INFINITI Global Communications
INFINITI Motor Company Ltd., Hong Kong
Phone: +852 3948 0129
Mobile: +852 9447 9705
Email: jon.walsh@infiniti.com

Chris Jordan
Manager, INFINITI Global Communications
INFINITI Motor Company Ltd., Hong Kong
Phone: +852 3948 0209
Mobile: +852 9447 9974
Email: chris.jordan@infiniti.com



INFINITI

EMPOWER THE DRIVE