



## IMPORTANT SAFETY RECALL

### SAFETY RECALL NO. 16T006

May XX, 2016

Dear Pirelli Tire Dealer:

Pirelli Tire LLC is conducting a recall campaign on a small population of Pirelli P Zero Trofeo tires. If you have in your inventory the tire listed below, you must stop selling them immediately. This letter outlines the steps you must take to return the tires to Pirelli, and explains how to serve customers that have the recall tires on their vehicles.

The attached letter is being distributed to customers, explaining that the subject tires will be replaced at no charge to them.

#### **What Tires Are Covered by this Recall?**

This recall involves the following tires:

Pirelli P Zero Trofeo tires  
Size: 225/50ZR15 TL 91Y  
Part Number: 2578500  
Produced during the 13<sup>th</sup> and 14<sup>th</sup> Weeks of 2015  
Tire Identification Number: XJBU U785 [1315] or XJBU U785 [1415] (Note: The recalled tires are not actually marked with the date codes "1315" or "1415.")

#### **What is the Problem?**

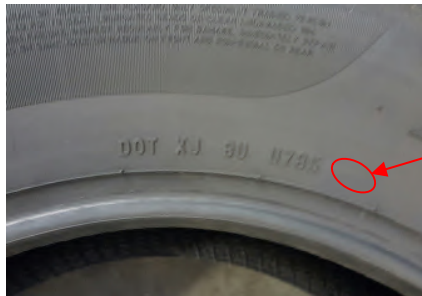
Due to a production error, a small quantity of Pirelli P Zero Trofeo tires, size 225/50ZR15 TL 91Y (Part Number 2578500), which were produced during a two-week production period, may not be marked with a date code as required by Federal Motor Vehicle Safety Standard No. 139, *New Pneumatic Radial Tires for Light Vehicles*. The absence of a date code could make it more difficult to identify these tires if, in the future, a safety-related performance issue is discovered. As a consequence, there is a risk that the tires would not be removed from service. This matter does not affect the performance of the tire.

100 Pirelli Drive  
PO Box 700  
Rome, GA 30162-7000

Phone: 800 / 747-3554  
706 / 368-5800

## What Should You Do?

You must immediately stop selling any 225/50ZR15 91Y P Zero Trofeo tires until you confirm that every tire has a date code, which is the last four digits of the Tire Identification Number (TIN). The date code on the recalled tires will be preceded by the following: DOT XJBU U785. The following photo illustrates where the date code should be located on the sidewall marked "Outside":



Location of Missing  
Date Code

Tires that do not have a date code on the sidewall marked "Outside" should be blocked from sale, as it is a violation of Federal law for a dealer to sell tires covered by a recall notification.

### Recalled Tires in Your or Reselling Customers' Inventory

If any of the recalled tires remain in your inventory, please separate them immediately and follow the attached instructions to return them to the Pirelli Warranty Center. Upon returning the recalled tires, you will have the option of receiving replacement tires or a credit for the original invoice cost of the recall tires.

If you resold these tires to retail dealers, you must forward to them a copy of this letter, along with a copy of the enclosed consumer letter, within five (5) business days. We will credit them on the same basis as above.

### Recalled Tires Sold to Consumers

As a Pirelli dealer, we ask you to support this recall campaign in two ways. First, please provide Pirelli with the contact information for consumers who purchased the recalled tires from you. Pirelli will send the attached letter to them.

Second, replace the recall tires on customers' vehicles with new, replacement tires of the same model and size. The replacement is to be performed at no cost to the customer. Pirelli will reimburse dealers for reasonable mounting and balancing costs, not to exceed \$25.00 per tire.

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**Pirelli Tire LLC**



If you do not have replacement tires in stock, please contact **Pirelli Consumer Affairs** at **1-706-368-5478**

**If you have any questions, please contact Pirelli Consumer Affairs at 1-706-368-5478.**

Thank you for your cooperation.

Sincerely,  
Pirelli Consumer Affairs

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## SAFETY RECALL NO. 16T006

### INSTRUCTIONS FOR PROCESSING AND RETURNING RECALLED TIRES

***PLEASE NOTE THAT FEDERAL LAW PROHIBITS THE SALE OF NEW OR USED RECALL TIRES COVERED BY THIS NOTICE***

1. Upon receipt of this communication, dealers are requested to provide Pirelli with a list of consumer purchasers and their contact information. Please contact Pirelli Consumer Affairs at 1-706-368-5478 to communicate customers' details. Alternatively, an email with all of the required information may be sent to [consumer.affairs@pirelli.com](mailto:consumer.affairs@pirelli.com).
2. Pirelli will send a copy of the attached Consumer letter by First Class U.S. Mail to consumers identified by dealers. The letter requests that they make an appointment to have any tire affected by this recall removed and replaced with a comparable tire at no cost to the consumer. If the tire was purchased through an authorized Internet retailer, arrangements will be made for a local dealer to assist.
3. All unsold inventory and all tires removed from customers' vehicles must be returned to Pirelli following the procedures detailed in Steps 4 - 6 below.
4. Dealers should call Pirelli Consumer Affairs at 1-706-368-5478 and provide the following information:
  - Number of tires to be returned
  - Individual tire identification number
  - Consumer information (for tires removed from consumers' vehicles)
  - Dealer address

Pirelli Tire LLC



5. Pirelli Consumer Affairs will issue a claim form and make arrangements to have the tires picked up and returned to the Pirelli Warranty Center. The tires must be returned together with the signed claim form and, if the tires were dismounted from a consumer's vehicle, the invoice for reasonable mounting and balancing costs (not to exceed \$25.00 per tire). A replacement tire will be sent to the distributor/dealer. If the recall tires are not received, the distributor/dealer will be charged for the replacement tire.
  
6. Federal regulations require all recalled tires to be completely disabled within 24 hours of removal. On each recall tire, cut completely through one sidewall circumferentially for a length of approximately 6 inches or drill multiple holes. This procedure should be performed at the mid-sidewall area away from the TIN, and only after the tire is dismounted from the wheel/rim.

\* \* \*

We appreciate your support and thank you for assisting with this campaign. If you have questions, please contact **Pirelli Consumer Affairs at 1-706-368-5478.**

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