

05.10.2025

Pirelli develops exclusive tyres for the 2026 DTM

- **Pirelli remains exclusive tyre partner of the DTM**
- **New Pirelli's tailor-made tyres for the 2026 DTM**
- **ADAC GT Masters also continues to rely on Pirelli tyres**

Hockenheim. Pirelli will remain the exclusive tyre partner of the DTM.. The Italian tyre manufacturer - which is also currently the sole tyre supplier for F1 and, from 2027 onwards, for MotoGP - won the contract in a transparent and non-discriminatory tendering process. Starting in the 2026 season, Pirelli will contribute its motorsport expertise even more extensively and supply the DTM with tyres designed and developed exclusively for the series.

From next year, DTM tyres will be "Made in Germany", developed and produced at the technology hub in Breuberg in Hessen.

But Pirelli is not only intensifying its involvement in the DTM on a technical level. By integrating the series more closely into its own sales and marketing activities and on international digital channels, the tyre manufacturer is ensuring significantly higher visibility for the DTM.

"The DTM is the GT and touring car series with the highest performance density worldwide and places special demands on tyres. We are responding to this with Pirelli's tailor-made tyres. The new tyre for the DTM also ensures fair competition and is an effective means of enforcing testing restrictions in the series. The introduction of the exclusive tyre is an important step for the development of the DTM. We are delighted to be taking this step together with Pirelli," says ADAC Motorsport Director Thomas Voss.

"The ADAC's decision underscores the high quality of our tyres and the excellent work of our team. The DTM can continue to rely on top tyre performance and dependable support at the track. The tyre production in Germany is certainly a big asset for the series," commented Mario Isola, Director of Pirelli Motorsport. "Pirelli and the DTM will continue on their shared path, confirming the success of the partnership that began in 2023. This is a source of great pride for us and, at the same time, a responsibility. We will continue to provide our utmost support to one of the world's most prestigious and professional championships with bespoke technological solutions. This partnership represents a significant commitment, but also a valuable opportunity for further growth for our team."

Media Information



The renewal of the partnership includes the development of an exclusive tyre line for the DTM, characterised by innovative processes and materials designed to meet the specific race format and the growing competitiveness of the series. These new tyres, which will be introduced from the next season, will integrate the latest RFID technology for tracking. They will be manufactured at Pirelli's Breuberg plant in Hessen, one of the most advanced among the Group's 18 production sites worldwide. The facility boasts a state-of-the-art R&D department, which works in direct connection with the company's headquarters and other global research centres.

In addition to the DTM, Pirelli will also be supplying tyres to the ADAC GT Masters in the coming years. The product lines for the GT Masters will follow their own independent development path, maintaining continuity with the worldwide GT platform. The ADAC GT Masters will continue to use the P Zero DHG tyre generation introduced for the 2025 season. Pirelli has been the tyre partner of the ADAC GT Masters since 2015.

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