

Official bloggers quotes

"3 Days going around the Alps... What a better way to test a brand new set of winter tyres!

Testing whether it is for a car or a set of tyres is often done in a rush and it's hard to really get a feel for it.

What we did with the Pirelli team was way beyond that: different cars, a proper test track in Vizzola, 800km of mountain roads to end up 3200m high for a fun test on snow.

The fact that we could also share our feelings with other journalists sharing the car was a bonus.

All in all, I learnt more about winter tyres and their benefits in 3 days than I had before.

A great event organized by a great team 😊 "

Christophe Labédan – leblogauto.com

"Tre giorni tematici: una gomma, le auto.

Tanti chilometri e tanto freddo. Anche se la temperatura è meno pungente se vissuta con il sorriso in bocca.

Cosa mi ricorderò del Tour of The Alps?

I paesaggi ed i suoi accostamenti cromatici, l'organizzazione, l'aver capito che anche le multinazionali sono interessate a conoscere e capire il media internet. Pertanto, il doveroso "grazie" per l'invito non è affatto retorico.

Grazie davvero."

Paolo Alberto Fina – autoblog.it