

December 22, 2025

Kuraray Co., Ltd.

Kuraray Honored with Material Innovation Award at Pirelli Supplier Day 2025

—Recognized for Unique Liquid Rubber Technology and Advanced Development Approach—

Kuraray Co., Ltd. (Head Office: Chiyoda-ku, Tokyo; President: Hitoshi Kawahara) is proud to announce that it has been honored with the Material Innovation award in recognition of its supply of liquid rubber at the annual event Pirelli Supplier Day 2025, held on October 24, 2025, in Milan at the headquarters of Pirelli, one of the world leaders in tire production.

This recognition highlights not only the uniqueness of Kuraray's liquid rubber technology, but also its ability to create high-performance solutions through advanced development approaches, as a strategic partner to Pirelli. Among approximately 13,000 global suppliers, seven companies were selected for their outstanding contributions to Pirelli's success, with Kuraray recognized for its innovation in materials.

Kuraray remains committed to driving innovation in close collaboration with its customers, contributing to a more sustainable society and enhancing our customers' competitiveness through cutting-edge technologies and solutions.



Kuraray's Liquid Rubber



Scene from the award ceremony

(center: Shiro Kishii, General Manager of the Elastomer Division)

For Pirelli's official announcement regarding this award, please refer to [this link](#).