



PROMETEON PRESENTS THE NEW “ANTEO” BRAND FOR TRANSPORT PROFESSIONALS

Milan, 26 March 2019 – Prometeon today launched ANTEO, its **new global truck and bus tyre brand which offers immediate economic benefits along with optimum performance and reliability**. The Prometeon Tyre Group is the sole Company in the tyre sector fully dedicated to the world of industrial and commercial transportation.

ANTEO - ‘**The giant by your side**’ - offers customers in all markets a new tyre range which reduces operating costs while offering optimum performance in the market segment looking for immediate economic advantage. With this brand, Prometeon extends its offering to cover all market segments and price bands in the truck and bus tyre business moving from a mono-brand culture to a multi-brand approach.

Giorgio Bruno, Chairman and CEO of Prometeon Tyre Group said, *“**Our Premium proposal clearly consists of Pirelli branded products with Prometeon technology**. At the same time, it is very important to build up our own brand portfolio. ANTEO is the first one, confirming our focus on and our dedication to the truck & bus sector. We are doing this in order to create value for our partners and our company”*.

NEW GLOBAL PROMETEON MARKET STRATEGY

Starting from the ANTEO launch and in line with its new global path, Prometeon will take a platform approach where together with dealers and service partners, tyres can be linked with services, the necessary systems and technological solutions. An extended Prometeon dealer network will offer new technical and tyre management services which will be officially presented in detail in the coming months.

Gregorio Borgo, Chief Operating Officer of Prometeon said *"This is Prometeon's Premiumization strategy: a multibrand strategy with a comprehensive offer, granting performances always based on our DNA of the highest levels both in terms of technology and safety, and tailored to the different needs of the public"*.

ANTEO PRODUCT RANGE

The ANTEO Brand has six different product lines:

PRO S, PRO D, PRO T, specifically for ON Road conditions,
MOVER M, MOVER S, MOVER D, specifically for ON-OFF Road conditions

The new Truck and Bus Brand is produced in Prometeon's factories, and to the same Quality Standard of the Premium products/offer.

Developed with a special focus on Safety, today the new ANTEO brand has achieved performance excellence for Wet Grip, in most of the cases among the best in class on the market.

Some characteristic of the product lines of the ANTEO Brand are:

- Optimized rubber compound to guarantee the right tire life performance;
- Retreadability
- 3PMSF marking;
- Reinforced bead with wrapped chafer and all structure components enhancing optimal resistance and robustness.

"We developed this brand drawing on our great technological heritage and testing it under real-life conditions in Europe Turkey and Brazil. Keeping our technological excellence as a base, we were able to customize ANTEO according to the specific needs of all the different geographical areas", explained Alexandre Bregantim, Prometeon's Chief Technical Officer.

PROMETEON TYRE GROUP

Prometeon is the only global tyre manufacturer entirely dedicated to the Industrial market, which includes truck, bus, agro and OTR tyres. Prometeon has a multi-level offering with a product portfolio that includes the PIRELLI and FORMULA brands, under license, as well as the ANTEO, TEGRYS and ERACLE brands. The Group has four factories (two in Brazil, one in Egypt, one in Turkey), three Research and Development Centers (Italy, Brazil, Turkey) and one Development Centre in Egypt which represents the heart of product innovation. The Prometeon Group has over 7,000 employees located across all five continents.

www.anteotyres.com

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