



Prometeon Tyre Group appoint new Agricultural Sales Manager for UK, Eire and Nordics

Tyre manufacturer gears up for further growth in the AGRI tyre sector

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Prometeon Tyre Group UK has appointed Malcolm Smith as Agricultural Sales Manager for UK, Eire and Nordics. He will be responsible for brand development and sales for Prometeon's Agricultural tyre products and services covering all farm machinery, trailers, tractors, sprayers, combines and loadalls throughout the UK, Ireland, and Northern Europe, North Atlantic, including Denmark, Finland, Iceland, Norway and Sweden.

Malcolm Smith has worked in the agricultural tyre industry for over 20 years and is well established within the sector. Previously he was Agricultural Key Account Manager for UK and Ireland for Yokohama Trelleborg Wheel Systems (TWS), formerly MITAS Group Tyres.

Malcolm Smith said: 'I'm very excited to be joining Prometeon at this time in this newly created position to help **strengthen the companies brand presence** within the agricultural sector. Based on the strength of the company's agricultural tyre products and services, I'm confident there are great opportunities for further expansion and growth for Prometeon within this specialised market.'

'I'm looking forward to utilising my experience in the sector to build the long-term, partnerships with wholesalers and customers that are key to success in this market.'

Ali Yilmaz, MD of Prometeon Tyre Group UK, Eire & Nordics, says: 'I'm extremely pleased to welcome Malcolm to our growing senior management team. He brings a wealth of industry knowledge and expertise in the AGRI sector to the role and will play a key role in the business enabling us to further build our presence in this highly specialised market by providing the premium products and services that AGRI customers demand.'

ENDS

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PROMETEON TYRE GROUP

Prometeon Tyre Group is the only tyre manufacturer that focuses entirely on the Industrial, namely transport of goods and people, Agro and OTR sectors. Prometeon has a multi-brand offer, with a product portfolio that includes PIRELLI, FORMULA, PHAROS and ANTEO among its main brands. The Group has 4 production plants (2 in Brazil, 1 in Egypt and 1 in Turkey), 3 Research & Development facilities (Italy, Brazil and Turkey) and a Development Centre in Egypt. Approximately 8 thousand people of over 40 nationalities work within the Group, which is present in all 5 continents.



FORMULA

PHAROS

SESTANTE

ANTEO

TEPRYS

ERACLE

ARGANTIS