



PROMETEON BECOMES OFFICIAL TYRE PARTNER OF ITALY'S NATIONAL FOOTBALL TEAMS

- **The company will partner up with the men's, women's and junior teams over the 2024-2026 three-year period.**
- **The partnership between the Italian Football Federation (FIGC) and the industrial tyre multinational company will be announced at Coverciano today at the presence of the Chairman of FIGC, Gabriele Gravina, and the head coach, Luciano Spalletti.**
- **Roberto Righi: "We're proud to contribute to the Azzurri's dream. For Prometeon it's a big opportunity to enhance the brand's visibility".**

Coverciano (Florence), 13 November 2023. With this agreement between Prometeon Tyre Group and the Italian Football Federation (FIGC), the industrial tyre manufacturer becomes the **Official Tyre Partner** of all Italian national football teams over the 2024-2026 three-year period.

The partnership was formalised today at Coverciano, at the presence of the Chairman of FIGC, **Gabriele Gravina**, the national team head coach, **Luciano Spalletti**, and the company's Chief Executive Officer, **Roberto Righi**.

Roberto Righi, CEO of Prometeon Tyre Group: "The national football team unites the entire country in its passion for football and in the desire to compete at the highest levels in the world's most popular sport. Talent, the desire to win and, above all, team spirit – the essentials of sport – are core values for Prometeon as well. Moreover, this collaboration is an important opportunity to enhance brand visibility and experience for our business partners and our people alike".

Gabriele Gravina, Chairman of FIGC: "We welcome Prometeon as Official Tyre Partner of Italy's national football teams and thank the company for contributing to the national side. Ongoing research aimed at improving reliability and performances are fundamental factors common to all our various experiences, and we will work together as a team to attain ever more ambitious goals".

The group already features in the **SBK World Championship** and is co-title partner of the **Pata Yamaha Prometeon WorldSBK Official Team**, besides being the main sponsor of **Parma Calcio**. Now, **the agreement with FIGC will allow the Prometeon brand to further enhance its visibility** through the company's various communication platforms and thanks to the numerous face-to-face events scheduled in the build-up to the final stages of the most important international competitions to be held in 2024 and 2026.

The Prometeon logo will appear in the backdrops during press conferences and in LED walls within playing fields. Moreover, **Prometeon tyres will equip the coach used by the Azzurri team when travelling.**



FORMULA PHAROS SESTANTE



TEPRYS ERACLE ARGANTIS



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.

For further information

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FORMULA

PHAROS

SESTANTE

ANTEO

TEPRYS

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