



Prometeon returns to Transport Logistic in Munich

Prometeon-branded tyres to be showcased for the first time at a European trade fair

A dedicated PRO Services area will highlight efficient and sustainable fleet management

Milan, 27 May 2025 – Prometeon, a leading company in the commercial, agro and OTR tyre sectors, will participate from 2nd to 5th June in the **Transport Logistic** trade fair in Munich, Europe's leading event dedicated to logistics and transport. This is a particularly significant occasion: following its inaugural participation at the fair in 2023, Prometeon will now present its branded tyres for the first time at a European trade event.

"Participating in Transport Logistic represents a strategic opportunity for Prometeon to strengthen dialogue with key players in the industry and showcase our most advanced solutions. The new Serie 02 tyres are the result of intense research and development, driven by the desire to offer increasingly sustainable and efficient products aligned with the real operational needs of fleets. Alongside the products, our PRO Services are designed to optimise operational management and increase business competitiveness," said **Francesco Antonacci, CEO Europe Region** of Prometeon. *"Our goal is to support customers in their transition towards more responsible mobility, while ensuring high performance and reduced operating costs."*

At **Stand 103/204 – Hall A6**, Prometeon will display the **R02 PROFUEL STEER**, **R02 PROWAY STEER** and **C02 COACH MULTIAXLE** solutions, all part of the Serie 02 – the Group's latest technological project.

Serie 02: efficiency, sustainability, performance

Launched at the end of 2024, Prometeon's Serie 02 represents the pinnacle of the Group's R&D efforts, with over **6,000 tyres tested** and **200 million kilometres covered** in varying weather and road conditions. Each product is developed to ensure high mileage, greater durability, retreadability and superior environmental performance.

R02: for regional transport

Within the Serie 02, the **R02 Proway line** is dedicated to regional applications and is designed to offer the best balance between mileage, durability and sustainability. Available in sizes **315/70**, **315/80** and **295/80**, the new product delivers the following improvements over Serie 01 tyres:



- +10% mileage
- +10% wet handling
- +10% wet and snowy grip
- +5% load capacity

C02: maximum savings, maximum sustainability

The **C02** is the first Prometeon Serie 02 tyre to achieve **Class A rolling resistance**. The version showcased at the stand will be the **C02 COACH MULTIAXLE 295/80 R22.5**. Thanks to a rolling resistance below 4.0 N/kgN, the C02 tyre allows for reducing fuel consumption by 0.9 litres per 100 km (source: VECTO), with an estimated annual saving of € 102,000 for a fleet of 50 vehicles and a yearly CO₂ reduction of 157 tonnes. **Some 80% of the materials used are recycled, certified or from renewable sources**. Additionally, the tyre is designed to meet the load demands of new electric and hybrid vehicles thanks to its 156/150 M rating, and features integrated RFID technology.

PRO Services: all-round support for fleets

At the Prometeon stand, a dedicated area will showcase **PRO Services, the integrated solutions platform** that supports customers in the efficient and sustainable management of their fleets. From predictive maintenance to real-time tyre performance monitoring, PRO Services offer tangible added value for optimising operating costs and enhancing road safety.

PROMETEON TYRE GROUP

Prometeon Tyre Group is the only tyre manufacturer that focuses entirely on the commercial (i.e. transport of goods and people), agricultural and OTR sectors. Prometeon has a multi-brand offer with a product portfolio that includes PROMETEON, 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) and 4 Research & Development facilities (Italy, Brazil, Turkey and Egypt). Approximately 8,000 people of over 40 nationalities work within the Group, which is present in all 5 continents.

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