



Prometeon returns to IAA Transportation with SuperFleet and a strategic partnership with ZF SCALAR

The integrated offer of products, services and digital solutions for fleets will take centre stage at the world's leading commercial transport trade fair.

Among the guests at the stand will be two-time Dakar winner Martin Macík Jr., Prometeon's brand ambassador.

Milan, 14 September 2026 – Prometeon Tyre Group, a global manufacturer of tyres for the commercial, agricultural and OTR sectors, returns to IAA Transportation, the leading international event dedicated to commercial vehicles, logistics and transport, which will take place in Hanover from 14 to 20 September.

At **Hall 11 – Stand E07**, Prometeon will present **SuperFleet**, the integrated programme dedicated to fleets that combines premium tyres, services, a support network and digital solutions into an ecosystem designed to assist transport operators in optimising operational efficiency, reducing the total cost of ownership (TCO), and improving sustainability.

Among the highlights of the 2026 edition is **ZF SCALAR**, the digital platform of the ZF Group – a partner of Prometeon – dedicated to intelligent fleet management. Catering to heavy commercial vehicle fleet operators, SCALAR helps to simplify fleet management by connecting trucks, trailers, teams and processes in real time, supporting faster planning, smoother execution and safer transport. It provides greater transparency on fleet operations, a live overview of vehicle health, and data-driven insights to help fleets take the right action at the right time.

Their joint presence at the stand is a concrete demonstration of the effectiveness of the digital solutions developed by Prometeon and the company's ability to build an open ecosystem capable of integrating complementary technologies and expertise to deliver even greater value to customers.

Indeed, the collaboration with ZF SCALAR confirms Prometeon's vision of an open and interoperable model where the best market-available solutions can communicate with each other to meet the increasingly complex needs of fleet operators.

Gökce Şenocak, CEO Greater Europe Region at Prometeon Tyre Group, stated: *"IAA Transportation is the ideal venue to demonstrate that Prometeon is not only a tyre manufacturer, but also a global partner for fleets. With SuperFleet, we offer a comprehensive ecosystem that integrates products, services, expertise and digital solutions to support customers in improving operational efficiency and reducing their total cost of ownership. The collaboration with a technology partner like ZF confirms the value of our approach: we believe in collaboration between complementary skill sets to develop increasingly comprehensive solutions and create additional value for our customers".*



Benoit Dessart, Head of Business Line Digital Solutions of ZF Aftermarket, commented: *"Today's fleets need open, intelligent and connected solutions. The collaboration with Prometeon stems from a shared commitment to support operators in making increasingly data-driven decisions, integrating complementary expertise to enhance efficiency, sustainability and operational continuity. We are delighted to be present together at IAA Transportation to showcase the value of this approach".*

In addition to the SuperFleet package, visitors will be able to discover the **Prometeon Serie 02** range, developed to meet the needs of various transport missions – from regional and long-haul applications to the coach segment.

Special guest at the stand will also be **Martin Macík Jr.**, a two-time Dakar winner, driver for Team MM Technology Factory Team, and Prometeon brand ambassador. A key figure in the world's most demanding rally-raid competitions, Macík races with Prometeon tyres under the most extreme conditions and actively contributes to their development through a continuous exchange of racing experience and feedback, supporting the company's ongoing innovation process.

Through meetings with Prometeon experts and dedicated demonstrations, visitors will have the opportunity to explore how the synergy between high-performance tyres, specialised services, digital technologies and a qualified service network allows fleets to tackle the challenges of modern transport and mobility with greater efficiency.

PROMETEON TYRE GROUP

Prometeon Tyre Group is the only tyre manufacturer fully focused on the industrial (transport of goods and people), agricultural and OTR sectors. Its multi-brand package includes leading brands such as PROMETEON, PIRELLI, FORMULA, PHAROS and ANTEO. The Group operates 4 production sites (2 in Brazil, 1 in Egypt, 1 in Turkey) and 4 Research & Development centres (Italy, Brazil, Turkey and Egypt). More than 7,500 people from nearly 40 nationalities work within the Group, which is present across all 5 continents.

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