



Prometeon Releases its 2024 Sustainability Report: Net-Zero Target by 2040

Nearly 50% of the electricity used in tyre production comes from renewable sources

Milan, 16th July 2025 – **Prometeon Tyre Group**, a global manufacturer of tyres for the commercial, agricultural and OTR sectors, has published its 2024 Sustainability Report, which reinforces the Group's ESG strategy and further consolidates the central role of sustainability across all areas of the organisation.

Structured around four key dimensions – environmental, social, governance and economic – the report highlights how sustainability objectives have become an integral part of the company's operations and strategic decision-making.

In 2024, Prometeon recorded a 35.8% reduction in greenhouse gas (GHG) emissions compared to 2016, the year the company was founded – exceeding its original 2030 target of a 32% reduction. Electricity consumption also decreased by 13.6% compared to 2016.

The company aims to reduce energy consumption by 23% by 2025 and by 31% by 2030, again in reference to 2016 levels. Prometeon has set a clear and ambitious long-term goal: to achieve climate neutrality by 2040 based on a path aligned with the 1.5 °C limit set by the Paris Agreement.

At the same time, the company continues its commitment to renewable energy, which now accounts for 47.8% of the Group's total electricity consumption. In Brazil, 100% of the electricity used comes from renewable sources, and the Gravataí production site is already carbon neutral for Scope 1 and 2 emissions.

Materials and waste management are also at the heart of the Group's strategy: 33% of materials derive from renewable sources while recycled materials make up for 1.89% – a figure that continues to grow. Prometeon's goal is to reach 40% of renewable and recycled materials by 2030 and 100% by 2050. With regard to waste management, the 2024 results show a recovery rate of 98.2%, well beyond the 97% target set for 2030.

The supply chain is a key pillar of Prometeon's sustainability path. In 2024, the company conducted 17 supplier audits, covering 21% of its annual raw material procurement value. The goal is to extend this verification process to 100% of raw material spending within five years. This initiative goes beyond monitoring conducted at suppliers, since it aims to generate a positive impact throughout the entire production chain.

Over the past year, the company implemented a structured incentive plan for all employees, offering bonuses and benefits tied to the achievement of ESG objectives.



Prometeon was also assessed by **Morningstar Sustainalytics®** for its ESG approach integrated into business strategies and operations. The company received a notable ESG Risk Rating of **12.5**, classified as “**Low Risk**,” due to its continuous commitment to sustainability and greenhouse gas reduction. This rating places Prometeon among the most virtuous companies globally: **10th in the Automotive sector and 5th in the Tyre sub-sector**.

This positioning reflects the soundness of Prometeon’s ESG management model and confirms the company's growing commitment to mitigating environmental, social and governance risks throughout its value chain.

Nicolas Marchi, Chief of Internal Audit, Compliance, Sustainability & Institutional Relations Officer at Prometeon, stated: *“In a market like the tyre industry for the commercial, agricultural, and OTR segments, sustainability is a strategic priority. Integrating ESG criteria into our operating model – encompassing supplier selection, employee well-being and financial structuring – enables us to generate value in the environmental, social and economic contexts. This commitment not only strengthens our leadership but also propels us decisively towards our Net-Zero 2040 goal, while driving innovation in materials, processes and product performance. Sustainability has also become a key factor in attracting talented young individuals, who are increasingly sensitive to these issues.”*

Prometeon followed the Global Reporting Initiative (GRI) guidelines in drafting its 2024 Sustainability Report. The GRI helps organisations to transparently report on their economic, environmental and social impacts, with a focus on **impact assessment** as a core element for understanding and communicating how their activities positively or negatively affect society and the environment.

[Sustainalytics-legal_disclaimer](#)

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.

ELEONORA FRIGO

Corporate Communications Manager

eleonora.frigio@prometeon.com