



Prometeon returns to Road Transport Expo with biggest ever showcase of premium tyres

Discover the latest Prometeon-branded innovations and network with tyre experts

2 June 2025 - Prometeon Tyre Group, a leading company in the development, production and marketing of tyres for the commercial, agricultural and OTR sectors, is returning to **Road Transport Expo (RTX)** for the third year running — and this time, the tyre specialist is back with an enhanced presence and bigger line-up of its premium tyres.

Taking place from 24–26 June 2025 at NAEC Stoneleigh in Warwickshire, RTX visitors will find Prometeon on **Stand GR32 in Hall 2A** with a significantly expanded presence. This year, the company will be showcasing its largest selection yet of Prometeon-branded truck tyres — a full line-up of six premium fitments designed for UK and European commercial vehicle fleets.

Product excellence driving growth

At the heart of Prometeon's showcase is the **Serie 02** range — a product of four years of dedicated research and development and thousands of hours of real-world road testing. Representing the most advanced truck tyres ever produced by Prometeon, the Serie 02 line underscores the company's evolution into a fully independent innovator in commercial tyre technology.

*"The Serie 02 represents Prometeon's commitment to leveraging its own technological advancements and to writing its own history in the tyre industry," says **Steve Tift, Managing Director UK and Ireland at Prometeon**. "Developed after years of R&D, the Serie 02 tyres remain the most advanced truck tyres on the market, which is why all of that technology is being retained in our new Prometeon-branded premium line-up."*

Among the highlights is the **R02 Proway** series, developed with versatility in mind and engineered to deliver top-tier performance across a variety of applications. Featuring advanced tread patterns for optimal grip in both wet and dry conditions, the Serie 02 range offers tangible benefits for commercial operators — including improved mileage, enhanced wet handling, and superior snow traction.

All tyres in the range are also equipped with **RFID technology**, enabling easier fleet management and predictive maintenance through digital tracking — a major plus for fleet operators looking to streamline operations and reduce costs.



What's on the stand

Prometeon will showcase the latest generation of Prometeon-branded tyres at RTX 2025—engineered for performance, durability and cost-efficiency across all transport applications.

- **R02 Proway Steer and Drive:** Regional transport tyre built for maximum mileage, even wear, excellent grip and retreadability. Certified A and B wet grip and 3PMSF.
- **R02 Pro Trailer:** Versatile trailer tyre for regional and long-haul use, offering high mileage, safety in all seasons, and a reinforced casing for up to 10-tonne loads. Certified B wet grip and 3PMSF.
- **G02 Pro Multiaxle:** Durable mixed-use tyre for steer and trailer axles, with high mileage, great resistance to cuts and lacerations, and reinforced casing offers increased load capacity up to 10 tonnes.
- **C02 Coach Multiaxle:** All-position coach tyre for medium and long-distance routes, combining fuel efficiency, ride comfort and strong wet grip. Optimised for electric and hybrid vehicles.
- **U02 Urban-e Multiaxle:** Urban transport tyre supporting up to 8.1 tonnes per axle, with low noise generation (69dB), improved comfort and strong wet performance. Certified B wet grip and 3PMSF.

More than just tyres

Prometeon will also be highlighting its growing **SuperTruck dealer network** and **Pro Services** suite — a collection of value-added tyre management solutions designed to improve fleet efficiency, reduce downtime and control operating costs.

Every afternoon during the show, visitors are invited to unwind with Prometeon and enjoy informal networking, refreshments and relaxed conversations with the team. It's the perfect opportunity to connect with tyre experts, learn more about the latest product developments, and explore tailored solutions for fleet operators large and small — all in a sociable, welcoming setting.

"RTX is a key event for us and 2025 promises to be our best year yet," adds Steve. "We're back with a bigger stand, a wider range of Prometeon-branded tyres, and a clear focus on helping fleet operators get the most from their tyres and service partners. We're also looking forward to meeting new faces and reconnecting with existing customers at the show — it's all about building relationships and sharing ideas."

Visit Prometeon on **Stand GR32 in Hall 2A** at RTX 2025, 24-26 June, NAEC Stoneleigh, Warwickshire. Register for your [free pass here](#).



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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.

