



Prometeon tyres on the winning trucks of the 2026 Dakar Rally

With the MM Technology and Italtrans teams in the TOP 9 of the general ranking

Milan, 23 January 2026 – Prometeon Tyre Group, a global producer of tyres for the commercial, agricultural and OTR sectors, was among the key players of the **48th edition of the Dakar Rally**, the world's most iconic rally, held from 3 to 17 January in Saudi Arabia's deserts.

This year, yet again, Prometeon equipped with its **Serie 02** tyres the Italtrans Team, led by Italian driver **Claudio Bellina**, a veteran now participating in his 18th Dakar, and the MM Technology Team, led by Czech driver **Martin Macík Jr.**, winner of the last two editions of the world's toughest rally – the most recent of which came with Prometeon tyres.

The **Serie 02** range is the flagship of the Group's technological development and is the first fully Prometeon-branded line. Specifically, the competing teams relied on a set of specialised products:

- **S02 Pista**, a tyre developed by the Company for special uses, ideal for all types of terrain – from mud and sand to hard and rocky surfaces – delivering excellent handling and durability even on asphalt. The product was designed considering the load capacity required for the toughest applications, and it benefited from feedback collected during the Dakar to refine reinforcement structures and compounds for use in extreme conditions;
- **S02 Rally**, derived from the S02 Pista and sharing its technological foundation, but enhanced with specific features developed for rally competitions thanks to close cooperation with MM Technology and Martin Macík Jr. It performs exceptionally well on sand and dunes and is now available for OE fitment and replacement markets;
- **S02 Rally EVO**, a new milestone in the evolution of Prometeon's rally tyres. Developed specifically for the Dakar 2026, it draws directly from experience in the most extreme World Rally-Raid Championship competitions, delivering superior traction and robustness on sand and the world's harshest terrains.

Whether it be the reinforced sidewalls, a purpose-designed tread pattern, a compound formulated for maximum traction across a wide range of temperatures and surfaces, or the reinforced structure of the tyre and bead: every element is engineered to ensure outstanding structural integrity in the most extreme off-road conditions.

The **Italtrans Racing Team** chose Prometeon tyres to equip its truck exclusively for the third consecutive year, finishing the race 9th overall.

MM Technology, now firmly established as the leading manufacturer and supplier of rally trucks, starting with nine trucks – eight of which reached the final finish line, and six placed in the overall Top 10 – chose Prometeon as its original equipment tyre partner, fitting all trucks with Prometeon tyres at factory delivery.



The **MM Technology Factory Team of Martin Macík Jr.** equipped its truck exclusively with Prometeon tyres for the second year in a row, achieving two stage wins and a solid 4th place in the final general ranking.

MM Technology and Italtrans, both equipped with Prometeon tyres, secured positions within the **TOP 9** of the general ranking – a result that confirms the technical excellence, high performance and maximum reliability of Prometeon solutions in one of the most demanding environments in international truck racing.

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 of nearly 40 nationalities work within the Group, present across all 5 continents.

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