



Prometeon at IAA Transportation 2024 will unveil two world premieres

- **Prometeon C02, the new Coach tyre, a sustainability champion.**
- **SuperFleet, a dedicated fleet management programme.**

Milan, September 10, 2024 – Prometeon Tyre Group - a leading company in the development, production, and marketing of tyres for the commercial Agro, and OTR sectors - will be present at IAA Transportation 2024, the international platform for logistics, commercial vehicles, and the transportation sector that will take place in Hannover, Germany, from the 17 to 22 September.

Located in Hall 12, stand 52, the Prometeon booth will give visitors the chance to discover two important world premieres: the new product for coach transport, **Prometeon C02** - the first Prometeon tyre with an A rating for rolling resistance - with 80 percent of recycled and certified, or renewable-source materials, and **Prometeon SuperFleet**, the new fleet management solution developed to meet the growing needs of a wide range of fleets.

Sabina Oriani, Head of Sales and Marketing at Prometeon Tyre Group: “We are excited to take part in the IAA Transportation where we will have the chance to showcase our latest innovations in terms of products and services. This edition will be giving us the opportunity to present Prometeon C02 Coach, our first tyre with an A rating for rolling resistance, the result of our ongoing commitment to sustainability. We will also be launching SuperFleet, the new fleet management solution designed to support partner fleets with tools that improve efficiency and sustainability in tyre management throughout their entire life cycle. All this will be backed through ever growing relations with the SuperTruck network which currently has 400 dealers across Europe.”

Visitors to IAA Transportation 2024 will be able to experience firsthand all the advantages of SuperFleet at the Prometeon stand and see the new Prometeon C02 Coach tyre up close, along with the Serie 02 product range through interactive corners and Prometeon experts.



PROMETEON C02

Scheduled to enter the market in the second half of 2025, C02 is Prometeon's first tyre to be launched with an **A-class rating** for rolling resistance. It has been developed to meet the demands of Prometeon's partner vehicle manufacturers for sustainable tyres for original equipment.

- C02 COACH MULTIAXLE 295/80 R22.5
- C02 COACH DRIVE 295/80 R22.5

Featuring extremely low rolling resistance with values below 4.0N/kgN, it will help reduce CO2 emissions and operating costs. It boasts a fuel consumption improvement over the previous line of 0.9 litres less per 100 kilometres (source: VECTO), leading to an annual savings of €102,000 (based on a fleet of 50 vehicles, each covering 130,000 kilometres per year), equivalent to 157 tons of CO2 saved annually. Prometeon C02 is a sustainability champion with **80 percent of recycled and certified, or renewable-source materials used for its production**.

To meet the increased load requirements of new hybrid and electric vehicles, the load index has been raised to 156/150 M. The products are equipped with RFID technology.

PROMETEON SUPERFLEET

Not just products, but also services and a sales network. Prometeon has developed a new offering for its global end-user partners: **Prometeon SuperFleet**, a superior set of fleet management solutions. It relies on the **SuperTruck** sales and support network whose development plan is evolving from a European stance to a global vision.

The SuperFleet offering can be customised and adapted to meet the specific needs of a wide range of fleets which vary in terms of type, size, geography and application; it also lends itself to the assortment of professional experts involved in fleet management. It provides efficient, cost-effective and technologically advanced solutions aimed at enhancing clients' operational capacity, lowering overall costs, and boosting general fleet performance.

Gaetano Trezza, Head of Fleets & Network Development at Prometeon Tyre Group: "We are proud to introduce SuperFleet, a solution that is a turning point in fleet management. With SuperFleet, we not only offer high-quality tyres, but also a range of services and technologies aimed at optimising efficiency and sustainability. Our vision is to create an integrated ecosystem that supports our customers in achieving their strategic goals, delivering maximum value and superior performance. Our SuperTruck network and the tailored solutions of SuperFleet are the result of our ongoing commitment to improvement and innovation in response to global market demands."

Four key SuperFleet hubs ensure **operational efficiency** and a **competitive total cost of ownership (TCO)**, providing customers with authentic tangible value:

- **SuperFleet Tyre Hub:** an intelligent tyre management system designed to optimise fleet performance, offering services such as **ProCheck and its advanced version** which enhances tyre management through sensor technology.
- **SuperFleet Care Hub:** provides fleets with the peace of mind that comes from professional-care services by offering maintenance and assistance schemes with access to a network of qualified, professional and efficient partners like **SuperTruck**, as well as 24/7 roadside assistance with rapid response times through **ProTime**.



- **SuperFleet Efficiency Hub:** with **ProManagement**, fleet administration is optimised through integrated digital solutions that integrate with existing management systems, ensuring efficient, data-driven insights and informed decision-making.
- **SuperFleet Empowerment Hub:** focused on enhancing partner performance by providing the knowledge and tools necessary for success. It offers comprehensive training programmes, expert consultancy services, and ongoing support to help fleets implement best practices and stay competitive in the market.

PROMETEON TYRE GROUP

Prometeon Tyre Group is the only tyre manufacturer that focuses entirely on the commercial (viz. transport of goods and people), Agro and OTR sectors. Prometeon has a multi-brand offer with a product portfolio that includes PROMETEON, PIRELLI, FORMULA, AEOLUS, 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 across all 5 continents.

ROBERTO CATTENEO

Chief Communications and
Institutional Relations Officer
roberto.cattaneo@prometeon.com

LUCA DELLI CARRI

Media Relations Italia
luca.dellicarri.lc@prometeon.com
+39.380.7805324