



Prometeon Tyre Group Acknowledged as Partner Level Supplier by John Deere Brazil

Indaiatuba, Brazil, 9th April 2025 – **Prometeon Tyre Group**, a global leading company in the commercial, agricultural and OTR tyre sectors, has been honoured for the fourth consecutive year with the prestigious Achieving Excellence Supplier Award by John Deere, which recognises Prometeon as a **Partner Level Supplier for John Deere**.

The award was presented to Prometeon Tyre Group during a special ceremony held in Indaiatuba, Brazil. This recognition acknowledges Prometeon's outstanding commitment to quality, innovation and reliability, cementing its position as a strategic partner for John Deere, a world-leading manufacturer of industrial and agricultural machinery.

"Receiving this award for four years in a row testifies to the solid and ever-growing partnership we have built over time with John Deere," commented Dario Gotti, Prometeon's Global Head of Original Equipment and Agro Business: "At Prometeon we strive to push the boundaries of performance by continuously innovating and enhancing our products and solutions, with the ultimate aim of effectively impacting our customers' satisfaction. The recent homologation of our Serie O2 products, along with the extension of our partnership to the direct shipment channel (DSH) in addition to our traditional OE supply, demonstrate how the relationship between Prometeon and John Deere is constantly evolving, moving from a traditional customer-supplier approach towards an authentic partnership."

Eduardo Zaccai, Head of the Original Equipment Region Latin America at Prometeon, **added:** *"We are very proud to have developed a beneficial and long-term relationship with John Deere here in Brazil. This kind of collaboration is at the core of our customer-oriented approach, and aligns with the common goal of achieving excellence through the John Deere management programme."*

Prometeon Tyre Group remains committed to strengthening its collaboration with key global OEM partners, focusing on sustainable solutions and technological advancements tailored to the specific needs of the industrial and agricultural sectors.

Crucial factors for the company include staying aligned with the latest market trends and keeping on driving innovation and continuous improvement, which are the key pillars of the Group's business strategy.

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.

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