



PROMETEON AND VR46 TEAM UP FOR MOTOR RANCH VR46 AND 100 KM DEI CAMPIONI

- **The partnership between Prometeon Tyre Group and Motor Ranch VR46 is under way.**
- **The goals: events, customer experiences and increasing exposure for the Prometeon brand.**
- **Roberto Righi: “The founding values of VR46 are values which Prometeon associates with fully”.**

Milan, 15 January 2024. Motorsport, passion, the ongoing quest for performance and the importance of young talents. With the ninth edition of the “100 km dei Campioni” event, to be held from Thursday 11th to Saturday 13th January at the Motor Ranch in Tavullia (near Pesaro), Prometeon Tyre Group started a partnership with Motor Ranch VR46, the sports facility set up by the nine-time motorcycle racing world champion, **Valentino Rossi**.

Not only will the brand feature during the renowned competitive event created by Valentino Rossi, where the world’s leading riders challenge one another on a dirt track amid a festive fun-packed atmosphere, but will also appear over the forthcoming two seasons within Motor Ranch VR46, the main training ground used by Valentino Rossi and the riders of his **VR46 Riders Academy**. The facility itself is unique in the world with 3 tracks. The main track is for flat track training: measuring 2.5 km, it features elevation changes and all types of bends that make it unique in the world. The second track is used for motocross and also for specifically training without the front brake, which helps riders to improve their sensibility on the motorbike.

The partnership with the VR46 facility adds continuity to Prometeon projects already initiated in the motorsport sector. With regard to motorcycle racing, the Company is already the Official Sponsor of the Superbike World Championship and co-title partner of the Pata Yamaha Prometeon WorldSBK Official Team.

The Group’s goals include organising **exclusive events** for its customers, employees and partners, as well as **increasing the exposure of the Prometeon brand**.



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Roberto Righi, CEO of Prometeon Tyre Group: “We are particularly delighted to start this partnership, since the founding values of VR46 are values which Prometeon associates with fully”. Being able to sustain the growth of new generations of Italian riders in the wake of an icon such as Valentino is a further gratification”.

Carlo Alberto Tebaldi, CEO of Motor Ranch VR46: “We are extremely satisfied and proud of the new partnership with Prometeon, a premium partner in the tyre sector that is already present in motorsport and with which we share the same principles and values”.

PROMETEON TYRE GROUP

Prometeon Tyre Group is the only tyre manufacturer that focuses entirely on the Industrial, namely transport of goods and people, Agro and OTR sectors. Prometeon has a multi-brand offer, with a product portfolio that includes 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), 3 Research & Development facilities (Italy, Brazil and Turkey) and a Development Centre in Egypt. Approximately 8 thousand people of over 40 nationalities work within the Group, which is present in all 5 continents.

For further information

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