



## PROMETEON AND YAMAHA TEAM UP AGAIN FOR THE SUPERBIKE WORLD CHAMPIONSHIP

- **Confirmation of the partnership for WorldSBK with the Yamaha Official Team, of which the Group has been Co-Title Sponsor since the 2023 season.**
- **Prometeon's commitment goes a step further and, from this year, the team's name changes to Pata Prometeon Yamaha.**

**Milan, 08 February 2024.** The confirmation of the partnership for WorldSBK with the Yamaha official team, of which Prometeon Tyre Group has been Co-Title Sponsor since last season, was announced during the Prometeon Day in Milan. The partnership boosts a collaboration that has already produced excellent results and stems from a win-win strategy.

The importance of the occasion was underlined by the presence of the Team Principal of the **Pata Prometeon Yamaha WorldSBK Official Team, Paul Denning**, who intervened along with the official team riders: six-time FIM Superbike World Champion (2015-2020), Northern Irishman **Jonathan Rea**, who debuts this year with Yamaha, and his team-mate, the FIM Supersport 2020 World Champion, **Andrea Locatelli**.

Team Yamaha won the SBK World Championship in 2021, conquering the "Triple Crown", namely the Riders', Manufacturers' and Team titles, with Toprak Razgatlioglu and Andrea Locatelli. The signing of Rea, the most successful WorldSBK Championship rider in history who also holds the record of 119 victories, reflects the ambition to return to the top of the series.

Prometeon's involvement with the team has increased since 2023, resulting in the team changing its name from this year to Pata Prometeon Yamaha.

**Paul Denning, Team Principal Pata Prometeon Yamaha.** "It's a pleasure for us to extend for the second consecutive year the partnership with Prometeon, whose brand in 2024 will have more exposure than before in the team and thus greater visibility, starting from the livery of the motorbikes. We stand beside Prometeon in its quest to achieve global renown for its brand and support the company in this endeavour. We feel we are an integral part of Prometeon and for us it is a precious opportunity to collaborate with an industrial group of this calibre, in terms of production, research and development, and worldwide distribution. We are proud to take part in the construction of its future".

**Jonathan Rea, six-time FIM Superbike World Champion.** "I've never raced for an Italian team before and don't speak Italian, but I have a special relationship with Italian fans and adore racing in Italy. So, I'm very pleased to have a Co-Title Sponsor like Prometeon, which is not only based in Italy,



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but is also an extremely interesting brand that is involved in motor sports. I'm proud to represent them in WorldSBK, I hope we'll do a good job together and thank them for their support".

Like all the Group's other partnerships in the sports sector (Official Sponsor of WorldSBK, Official Tyre Partner of Italy's national football teams, Main Sponsor of the Parma Calcio football club), this one will enable the company to organise exclusive events for its customers, employees and partners, while also **enhancing the Prometeon brand's exposure**.

## 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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