



Prometeon introduces a declaration that quantifies the environmental impact reduction of tyres

A tool that measures CO₂ savings, enabling fleets to strengthen their ESG positioning

Rodella Trasporti paves the way: more than 7 tonnes of CO₂ saved per year for the entire fleet thanks to the Prometeon R02 Pro Trailer tyre, equivalent to more than 300 new trees

Milan, 10 March 2026 – Prometeon Tyre Group, a global tyre manufacturer for the industrial, agricultural and OTR sectors, introduces a new service for fleets that allows for accurately measuring the environmental benefits resulting from the use of high-performance tyres, in terms of rolling resistance. The service consists of a declaration issued by Prometeon to the fleet, quantifying the reduction in CO₂e (*carbon dioxide equivalent*, the unit of measurement expressing the climate impact of various greenhouse gases on global warming) emissions based on specific parameters.

The initiative is linked to the use of **Prometeon's Serie 02** tyres, designed to optimise the energy efficiency of heavy-duty vehicles. The calculation was carried out using **VECTO**, the European Commission's tool that simulates fuel consumption and CO₂e emissions of heavy-duty vehicles based on their technical data.

The first Prometeon declaration was issued to **Rodella Trasporti**. By choosing to fit Prometeon **R02 Pro Trailer** tyres with Class B rolling resistance in place of the customary Class C tyres, the company achieved **an estimated reduction of more than 7 tonnes of CO₂e per year for the entire fleet**, based on an assumed annual mileage of 100,000 km per trailer. This figure is comparable to the annual absorption capacity of more than 300 mature trees.

The calculation was performed using a conservative approach: the comparison is based on the most favourable rolling resistance coefficient within the reference range for Class C tyres (between 5.1 and 6.0 kg/t). This means that, in reality, the rolling resistance values of the replaced Class C products may be equal to or less efficient than the parameter considered. As a result, the declared CO₂e reduction constitutes a minimum reference value.

The declaration provides fleets with a practical tool to document their commitment to reducing the environmental impact and to objectively highlight their sustainability performance, even when participating in tenders, where ESG criteria are becoming increasingly important.



Elia Macario, Italy Fleet & Network Solutions Manager at Prometeon and Managing Director for the SuperTruck Network, stated: *“We are proud to provide fleets using our tyres with a document that clearly and objectively highlights their environmental performance. This initiative was created to support fleets on their journey towards increasingly sustainable mobility, by offering a transparent tool based on measurable data. It enables companies to concretely demonstrate to all stakeholders their commitment to the environment, while also delivering tangible benefits in terms of economic efficiency. The positive experience with Rodella Trasporti marks a first milestone, and this tool will soon be available to other fleets that choose to rely on our services”.*

PROMETEON TYRE GROUP

Prometeon Tyre Group is the only tyre manufacturer focusing entirely 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 in all 5 continents.

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