



FOOTBALL, SUPERBIKE & PADEL PROMETEEON'S TAKE ON SPORT

- After the partnership with the padel champion Javier Garrido, the Group is now sponsoring the Illumia Padel Cup.
- On the 24 and 25 June at Castenaso (Bologna) a lot of big names of the Big League, from Francesco Totti to Christian Vieri, will take part in the Illumia Padel Cup.

Milan, Italy, 20 June 2023. Sport to the nth degree. Already a major sponsor of the **Parma Calcio** football club, an official sponsor of the Superbike World Championship, a sponsor of the SBK 2021 world champion **Toprak Razgatlioglu** and co-title sponsor of the **Pata Yamaha Prometeon WorldSBK Official Team**, as well as being a partner of the padel champion **Javier Garrido**, Prometeon Tyre Group now becomes a sponsor of the **Illumia Padel Cup**.

Sabina Oriani, Chief Marketing Officer of the Prometeon Tyre Group. "We are delighted to become a partner of the Illumia Padel Cup because it is a conflation of two sports that we are already dedicated to: padel and football. Seeing our name on the shirts of so many football stars vying with each other on the padel courts will be an excellent way to familiarise fans of this incredibly successful sport with Prometeon".

With over a million enthusiasts nationwide, padel is the sport of the hour. Prometeon already provides **Javier Garrido**, number 17 of the World Padel Tour, with its backing, but now it is stepping up its support even more.

Francesco Totti, Christian Vieri, Luca Toni, Roberto Mancini, Paolo Di Canio and Marco Materazzi, not to mention Vincent Candela, Alessandro Budel, Luigi Di Biagio and Stefano Bettarini... These are just some of the 32 big names from the Premier League football championship who will be pitted against each other in the second edition of the Illumia Padel Cup. The tournament will be held on the **24 and 25 June** at the Country Club of Castenaso, Bologna. This project was sparked by the enthusiasm of the ex-midfielder Tomas Locatelli and the passion for sports shared by Marco Bernardi, the president of Illumia, Mario Trebbi, founding member of the Country Club, and Andrea Lanzoni, CEO of 2comeventi.

Anyone wanting to take part has only one condition to meet: they must have taken part at least once in the top league of one of the national championships for clubs held in Italy, Spain, England, Germany or France. This year the wives and girlfriends of the footballers will also be involved (including the former volleyball player Francesca Piccinini and Michela Persico) in a challenge against well-known female sports reporters.

Part of the proceeds will be going to the *La Mongolfiera Onlus* non-profit organisation which works to help families with disabled children.



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.

LUCA DELLI CARRI Media Relations Italy

luca.dellicarri.lc@prometeon.com +39.380.7805324



FORMULA PHAROS SESTANTE

ANTEO

TEPRYS ERACLE ARGANTIS