



Prometeon renews its partnership with Martin Macík Jr. and announces its participation in the 2026 Dakar Rally

More than six MM Technology trucks equipped with Prometeon Serie 02 Rally tyres to compete in the world's most iconic rally

Milan, 24 November 2025 – **Prometeon Tyre Group**, a leading company in the commercial, agricultural and OTR tyre sectors, announces the renewal of its partnership with rally champion **Martin Macík Jr.** for the **2026–2028 period**. The extension of the collaboration, which follows the Czech driver's triumph at the 2025 Dakar Rally in the truck category on Prometeon S02 Rally tyres, coincides with another important milestone for the Group: **Prometeon's official participation in the 2026 Dakar Rally** alongside the driver's **MM Technology Team**. This further confirms the company's commitment to motorsport and its ambition to test its technologies in the most extreme situations.

More than six trucks competing in the 2026 Dakar Rally will be equipped with **Prometeon Serie 02 Rally** tyres. Among them will be the factory truck of Martin Macík Jr.'s team, the **MM Technology EVO4 "Joseph"**, the latest model produced by the Czech manufacturer.

The **Prometeon Serie 02 Rally** range is designed for tackling highly demanding off-road conditions and, thanks to its features, will once again play a key role in the upcoming edition of the Dakar Rally. The experience gained in such extreme scenarios allows Prometeon to further refine its tyres, with the goal of increasing their durability, reliability and safety – core elements both in competitive situations and during daily use on professional fleets.

Martin Macík Jr., driver of the MM Technology Team, said: *"From the very beginning of our collaboration with Prometeon, we knew this project would be successful. We share the same determination to push the limits and achieve outstanding results. This approach works both in rally racing and in the development of new tyres with Prometeon. I'm happy to extend the partnership until 2028 – there is still so much we can accomplish together."*

Gaetano Trezza, Head of Marketing & Communication at Prometeon Tyre Group, commented: *"We are pleased to renew our collaboration with Martin Macík Jr. and to announce Prometeon's participation in the 2026 Dakar Rally with the MM Technology Team. The extraordinary results achieved last year have given us extra motivation to strengthen our commitment to truck racing. These agreements represent a strategic opportunity to consolidate our international presence, continue innovating in a highly competitive environment, and transfer the expertise and insights gained from off-road competitions to the products we deliver to our customers every day."*



The three-year agreement with Macík adds to other technical sponsorships, including the partnership with Bia Figueiredo, who competes in Copa Truck, Brazil's most important truck racing championship, for which the Group serves as official tyre supplier.

Prometeon Serie 02 Rally tyres

Prometeon S02 Rally is part of the Serie 02, of which it shares the same technological package despite being specifically adapted for rally competition. It is engineered to provide exceptional structural integrity **in the most extreme off-road usage conditions**.

The tread has been specifically designed to cope with the variable and unpredictable terrains typical of rally racing, offering outstanding traction on gravel, mud and asphalt.

The **tyre's sidewalls have been reinforced** to withstand lateral impacts, sharp rocks and abrasive surfaces typical of rally environments.

Its compound has been formulated to ensure maximum traction across a wide range of temperatures and surfaces; it **provides consistent grip and high resilience**, essential for the endurance requirements of rally competitions.

The **reinforced structure** of the tyre is designed to deliver superior stability at high speeds, resisting deformation during jumps and on uneven surfaces.

Lastly, the bead features a specific structure built to withstand extreme lateral forces and intense acceleration typical of rally racing, ensuring a firm and secure fit on the wheel and reducing the risk of bead slippage or deflation during aggressive manoeuvres.

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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