



Prometeon Tyre Group at Agritechnica 2025 with Serie 02 tyres for the Agro business

Milan, 7 November 2025 - **Prometeon Tyre Group**, leading company in the commercial, agricultural and OTR tyre sectors, will take part in the 2025 edition of **Agritechnica**, the world's largest trade fair for agricultural machinery, which will be held in Hanover, Germany, from 9 to 15 November 2025.

Within the stand housing **Sindipeças** – the Brazilian association that brings together automotive component manufacturers – Prometeon will showcase the AT02 tyre, one of the most advanced solutions developed by the Group for the Agriculture range. There is a natural connection with Brazil, where Prometeon manufactures its tyres for this segment in the Gravataí and Santo André plants.

The **Serie 02 for the Agro business** is a line of radial tyres designed for tractors (AT02), harvesters (H02) and sprayers (SX02), available with standard, IF (Improved Flexion) or VF (Very High Flexion) technology. Featuring reinforced lugs that are 10% higher than the previous line and an optimised tread pattern ensuring improved traction and self-cleaning, the new Serie 02 for Agro delivers maximum performance with reduced fuel consumption. Its radial structure with advanced polymer technology provides a larger footprint, better load distribution and lower ground pressure, thus minimising soil compaction and enhancing agricultural productivity. The reinforced bead and special tread compounds offer excellent resistance to cuts, chipping, fatigue and wear, ensuring long-lasting durability. Highly versatile, **Serie 02** tyres for the Agro range deliver reliable performance on all types of terrain and conditions, including road use, where they guarantee excellent safety, comfort and handling.

Dario Gotti, Global Head of OE and Agro Business at Prometeon, stated: *"Our established presence in the LATAM market has made us a benchmark in terms of performance and brand awareness in the agricultural tyre sector. Prometeon's strategy is to extend this leadership globally, as we have already done in the Truck & Bus Radial tyres segment. In this context, Agritechnica represents an important opportunity for us to meet key customers and OEMs, with whom we have long-standing partnerships. The agricultural tyre business requires a high level of expertise, both in research and development and in manufacturing processes – elements that are core to Prometeon and allow us to play a leading role in the international market".*

Igor Zucato, Global Head of Agro R&D at Prometeon, commented: *"The new Serie 02 product line for the Agro business represents the culmination of our research in terms of efficiency, sustainability and performance. Every component – from the radial structure to the material compounds – has been designed to meet the needs of an increasingly technological and productivity-driven sector. Our goal is to provide operators with solutions that enhance agricultural work while reducing fuel consumption and the environmental impact".*



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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