



AT TIRE COLOGNE 2018 PROMETEON PRESENTS ITS PREMIUM OFFERING FULLY DEDICATED TO THE WORLD OF INDUSTRIAL TRANSPORTATION

Prometeon debuts 'PRO SERVICES', one of the pillars on its road to premiumization

Cologne, 31 May 2018 – European tyre manufacturer Prometeon Tyre Group, spin-off of Pirelli Tyres S.p.A. for the industrial tyres, participated in this year's "The Tire" fair in Cologne, giving customers a vision of the company's future. Drawing on its long history in the tyre industry, Prometeon, which entered in a trademark license agreement with Pirelli Tyre S.p.A., offers a comprehensive portfolio of PIRELLI branded tyres for all industrial applications as well as a wide range of services.

Since its foundation, Prometeon has adopted an integrated multi-brand approach, with a product portfolio that includes several brands. Among them: Pirelli as a Tier 1 brand; Formula, Sestante, and Pharos in Tier 2; Eracle and Tegrys in Tier 3.

*"We are fully dedicated to the world of transportation and have been focused on industrial tyres since day one. Our road to Premiumization starts here", states **Gregorio Borgo, Chief Operations Officer** of Prometeon Tyre Group. "We have the experience and the know-how that it takes to fully understand the specific requirements of the different industrial transportation segments and to provide optimized solutions to all our customers."*

At the Cologne fair, Prometeon's open high-class booth gave visitors a vision of a bright premium technology future. *"Our customers benefit from reliable products and convenient all-in-one tyre management. Through our extensive network of premium service providers, we offer innovative solutions that meet our customers' individual requirements. This makes us the ideal partner for a successful future in our changing industry", explains **Murat Akyildiz, Chief Commercial Officer** of Prometeon Tyre Group.*

On this occasion, Prometeon showcased its full offering of **PRO SERVICES**, the name of the package of solutions designed to meet the evolving needs of modern transport fleets. In addition to already consolidated services like 24/7 Breakdown Assistance, FleetApp and Central Billing, others are being successfully tested in some European countries.

*"Two of our newest additions are PRO CHECK, the tyre monitoring service, and PRO FINANCE, to effectively support fleets in spreading the cost of their tyres", announces **Daniel Gainza, Chief Marketing Officer** of Prometeon Tyre Group. "All these solutions expand Prometeon's offering to specialized industrial customers, built on the strength of our PIRELLI branded product range, which encompasses premium tyres for Truck, Bus and also the return of the PIRELLI brand to the world of Agricultural tyres."*



The high performance PIRELLI range, including agro tyres were showcased at the Prometeon stand in hall 7, booth C48/D49.

PROMETEON TYRE GROUP

Prometeon is the only global tyre manufacturer entirely dedicated to the Industrial market, which includes truck, bus, agro and OTR tyres. Prometeon has a multi-level offering with a product portfolio that includes the PIRELLI and FORMULA brands, under license, as well as the ANTEO, TEGRYS and ERACLE brands. The Group has four factories (two in Brazil, one in Egypt, one in Turkey), three Research and Development Centers (Italy, Brazil, Turkey) and one Development Centre in Egypt which represents the heart of product innovation. The Prometeon Group has over 7,000 employees located across all five continents.

www.prometeon.com