



## A STAND AT NUFAM AND THE LAUNCHING OF THE NEW G02 ECO PRO TYRE

- **From 21 to 24 September Prometeon will be attending the Karlsruhe trade fair dedicated to commercial and industrial vehicles.**
- **The services, the new Fleet Fit solution, the SuperTruck network, but also the debut of G02 ECO PRO, the On-Off product of the Serie 02 range for “light” uses.**

**Milan, 19 September 2023.** Following Transport Logistic in Munich, the Prometeon Tyre Group will once again display its products and present its services at a German trade fair: **NUFAM**, from 21 to 24 September in Karlsruhe, dedicated to commercial and industrial vehicles, a major event for the original equipment sector and for fleets.

**Francesco Antonacci, CEO Europe Region:** “For Prometeon, participating in events dedicated to transport and commercial and industrial vehicles is a platform for building the right offer on the market. These are unique opportunities for us to share our ideas with the sector’s leading operators and to listen to their needs. Since launching the innovative Serie 02 range, we have always striven to work closely with our customers, accompanying our products with a complete range of services and a European network of specialised dealers, SuperTruck. But our real challenge is to consider this as a starting point from which to continuously build more complete solutions to make our customers’ lives easier”.

At the Prometeon stand in Karlsruhe we will be talking directly to customers about **SuperTruck**, the dealer network that benefits from the partnership with Prometeon Tyre Group, but also about services, which are an integral part of the tyre sales process. These include **PRO Check, PRO Management, PRO Time, PRO Campus** and **Prometeon Fleet Fit**, the commercial offer with a strong focus on services, tailored to the actual needs of each fleet. It includes fixed monthly costs, a pre-defined number of tyres and operations on an annual basis, platform-based management and control of operations, for **an all-round service** that reduces costs and, above all, tyre management problems for fleets.

### A NEW PRODUCT: G02 ECO PRO

At NUFAM Prometeon will be presenting a new product of the Serie 02 range, the first “Prometeon engineered” range. We’re talking about G02 ECO PRO, an On-Off tyre heavily geared towards the **optimisation of running costs** with special emphasis on fuel consumption, given its intended use. It is the perfect choice for customers who use their vehicle 80-90% of the time on-road and for the rest of the time off-road. As a result, this type of “light” use can satisfy the needs of a wide range of users.



**FORMULA**

**PHAROS**

**SESTANTE**

**ANTEO**

**TEPRYS**

**ERACLE**

**ARGANTIS**

# PROMETEON

G02 ECO PRO is the latest generation of tyres designed for mixed use and for obtaining best performances with optimised running costs.

Thanks to an evolution in reinforcement materials, a new tyre shape and innovative mixes used for the tread, it boasts 20 percent less rolling resistance compared to the previous range, 6.5 percent more load capacity and 20 percent more comfort and handling on paved roads.

The higher load capacity – up to one tonne more can be transported, which translates into fewer journeys – and the lower rolling resistance help to reduce consumption and the environmental impact. Compared to the previous product range, it is calculated (source: VECTO) that 1.5 litres of fuel are saved for every 100 kilometres covered, amounting to 32 thousand Euro a year saved on fuel costs. The reduction in CO<sub>2</sub> emissions amounts to 856 kilograms for a fleet with 20 vehicles each covering 60 thousand kilometres a year on average.

G02 ECO PRO is already available on the market in the Multi-axle and Drive versions in the following sizes: 295/80 R 22.5, 315/80 R 22.5, 13 R 22.5.

## PROMETEON TYRE GROUP

Prometeon Tyre Group is the only tyre manufacturer that focuses entirely on the Industrial (transport of goods and people), Agro and OTR sectors. The Prometeon offer is multi-brand, with a portfolio of products that includes the PIRELLI, FORMULA, PHAROS and ANTEO brands. The Group has 4 production plants (2 in Brazil, 1 in Egypt and 1 in Turkey), 3 Research & Development centres (Italy, Brazil and Turkey) and a Development Centre in Egypt. The Group, present in all 5 continents, employs 8 thousand people of over 40 nationalities.

For further information

**LUCA DELLI CARRI**

Media Relations Italy

luca.dellicarri.lc@prometeon.com

+39.380.7805324

