



Prometeon and Martin Macík Jr. Together for the 2025 Dakar Adventure

- **Prometeon at Dakar 2025 alongside Martin Macík Jr., the winner of the previous edition of the world's toughest rally**
- **A total of six MM Technology trucks competing in Dakar 2025 will be equipped with Prometeon Series 02 Rally tyres**

Prague, December 11, 2024 – The **Prometeon Tyre Group** will stand with **Martin Macík Jr.**, the winner of the previous edition of the toughest rally in the world. He will be defending his title at Dakar 2025 and Prometeon will be reaffirming its commitment to high-level motorsport competitions. Prometeon will equip **six rally trucks** fielded by the Czech company **MM Technology** fitted with the new **S02 Rally tyres**, including the factory truck of Martin Macík Jr.'s team, "Benny, the Big Guy,".

The new design of the factory truck "Benny, The Big Guy," driven by **Martin Macík Jr.**, the winner of the 2024 edition, was revealed at the press conference held in Prague alongside the helmets and racing suits, which this year pay tribute to the Prometeon partnership with a black, white, and dark blue colourway. In addition to "Benny," MM Technology will bring to Dakar 2025 other vehicles built with frames developed at the Sedlcany Technology Centre in the Czech Republic, for a total of nine trucks, six of which **equipped with Prometeon tyres**. Notable drivers include Kees Koolen, Mitchel van den Brink, and Danilo Petrucci, who will drive a truck with the Italtrans team's colours for the first time.

The new Prometeon S02 Rally tyres are designed to handle extreme conditions such as those in the Arabian desert and will be put to the test during the two intense weeks of racing; the event officially begins on January 3, 2025 with a prologue followed by 12 stages on demanding terrains like sand, mud, and rocks.

*"This collaboration project is crucial for our team," said **Martin Macík Jr.** "Prometeon tyres have already proven to be incredibly reliable and high-performing, and we are eager to put them to the test in the race. In such an extreme environment, we know how important it is to rely on cutting-edge materials and technology."*

Alexandre Bregantim, Chief Technology Officer of Prometeon, stated: *"We are proud to bring our collaboration with Martin Macík Jr. and MM Technology to Dakar 2025. The experience gained over the past year in rally competitions, especially at Dakar 2024, has allowed us to test and improve our tyres. The S02 Rally is the result of Prometeon's continuous innovation and it was designed to meet the unique challenges of Dakar with a reinforced structure, advanced compound, and tread optimized for extreme terrains. Dakar 2025 is a significant opportunity for us to continue testing and perfecting our products, transferring the experience and insights from off-road circuits to the solutions we offer to our customers."*



Prometeon Series 02 Tyres

The Prometeon S02 Rally is part of the new Series 02, using the same technological package but customized for rally competitions. It is designed to offer outstanding structural integrity in **the most extreme off-road conditions**.

The sidewalls have been reinforced to resist high-impact forces, sharp rocks, and the abrasive surfaces typical of rally environments.

The tread has been specifically designed to tackle the variable and unpredictable terrains of rally races, providing exceptional traction on gravel, mud, and asphalt.

The tread compound is formulated to **ensure maximum traction** across a wide range of temperatures and surfaces: this compound offers consistent grip, essential for the durability demands of rally competitions.

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

Finally, the reinforced bead structure, built to withstand extreme lateral forces and intense accelerations in rally races, ensures a firm and secure fit on the wheel, 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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