



SUPERTRUCK: THE PROMETEON NETWORK GROWS IN EUROPE

- **The first international meeting with dealers coming from nine European countries held in Parma.**
- **The consortium currently boasts over 34 dealers in Italy. In Europe it is already active in Poland, Greece, Cyprus, Great Britain, Spain and Portugal.**
- **Products and services: a winning partnership thanks to the Group's technological know-how.**

Milan, 10th July 2023. The first half-year was one of continuous growth for SuperTruck, the dealer network that has a partnership with Prometeon Tyre Group. In May the network attracted interest at Transport Logistic, the Munich trade fair dedicated to fleets. And now there's the first international convention with dealers coming from various countries: Italy, Poland, Greece, United Kingdom, Spain, Germany, Switzerland, Austria and Belgium.

Held in Parma, it offered the opportunity of sharing the current and future strategies of Prometeon, the novelties concerning the revolutionary Serie 02 tyre range, the new marketing activities to aid the Prometeon brand and the network's business, and the expansion of the SuperTruck project in Europe.

Francesco Antonacci, CEO Europe Region: "In this 1st International Convention, we want to show how firmly we believe in the possibility of building a privileged relationship with our customers. We regard this type of relationship as an actual partnership. We are indeed convinced that sharing the desire of building a medium-long-term relationship can benefit both parties involved and that the collaboration with specialised dealers, above all, can be a way to tangibly apply and emphasize the orientation to end customers. To this aim, there is and always will be increasing emphasis on the SuperTruck project and on the development of support services".

Launched in 2016 in Italy, the SuperTruck project took off with the setting up of the consortium in 2019, which currently boasts more than 34 adhering dealers. In 2020 it debuted in Poland and then in Greece, Cyprus, the United Kingdom, Spain and Portugal, and is also being developed in Germany and Switzerland. However, the first European SuperTruck convention, during which the participants were introduced to the Parma Calcio football club, which Prometeon sponsors, and the excellences of the Emilia territory, was also attended by guests coming from Belgium and Austria.



SuperTruck is a network of independent dealers highly specialised in the Truck & Bus sector. Its distinguishing traits include expertise, experience and the passion which the network puts at the service of its customers. SuperTruck offers dealers a broad range of services and cutting-edge products, also thanks to the partnership with Prometeon Tyre Group, which lends its technological know-how and supports them on their professional growth path. Being a partner of SuperTruck allows the Group to offer **innovation, ideas and solutions** for increasingly establishing itself as a professional reference for fleets, in addition to its own complete portfolio, which includes the new Serie 02 range and all dedicated services and activities, some exclusive to the network.

THE PROMETEON SERVICES

The jewel in the crown of SuperTruck is the services it offers: **PRO Check**, **PRO Management**, **PRO Time** (24/7 road assistance with a high-quality service) and **PRO Campus** (a training programme for the network that focuses on tyre technology, maintenance, inspection, monitoring and performance analysis). There's also the innovative Prometeon **Fleet Fit**: a new commercial offer with a high standard of service, tailored to the actual needs of each individual 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 your fleet.

Andrea Bottini, SuperTruck and Services Manager Europe. "SuperTruck, which is a non-exclusive network, relies on strong ties with Prometeon, in addition to a high propensity for specific expertise, which is a necessary prerequisite in the truck sector. The idea is to create strong synergies and cooperation between manufacturer and dealer and also among dealers themselves, which are generally heavily focused on the more concrete business aspects. SuperTruck stems from the assumption of a mutual exchange of value over time".

The SuperTruck network represents the ideal solution for dealers since it guarantees independence, coordination and support for the activities of each individual affiliate with a transparent approach, clear rules and shared plans, while always respecting the individuality of each partner dealer.

It is the symbol of the all-round mutual collaboration between Prometeon and dealers that makes Prometeon the "partner of choice". The key word is partnership, which is aimed at providing the best products and services to fleets and to European hauliers.

Prometeon offers the network a rapidly evolving, extremely high-performing range that is adequate for the industrial vehicle sector, plus activities and services to help manage end customers, proactive support by the Group's sales force, consultancy on assortment, technical training on products and on the most advanced services, but also management training and exclusive marketing and commercial support, through an approach tailored to the needs of the individual markets.





PROMETEON TYRE GROUP

Prometeon Tyre Group is the only tyre manufacturer that focuses entirely on the Industrial, namely transport of goods and people, Agro and OTR sectors. Prometeon has a multi-brand offer, with a product portfolio that includes 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), 3 Research & Development facilities (Italy, Brazil and Turkey) and a Development Centre in Egypt. Approximately 8 thousand people of over 40 nationalities work within the Group, which is present in all 5 continents.

For further information

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FORMULA PHAROS SESTANTE

ANTEO

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