



Prometeon back in action with Copa Truck 2025: official tyre supplier of the Brazilian truck championship once again

The partnership with Bia Figueiredo also confirmed

Milan, 17th March 2025 – **Prometeon**, a leading company in the commercial, agricultural and OTR tyre sectors, returns to the track as the official tyre supplier of the **Copa Truck** championship, a popular truck competition held at Brazil's most famous racing circuits. Based in Milan's Bicocca district, the company will continue to be the official tyre supplier for the 2025 season, which will start at the Campo Grande circuit in the state of Mato Grosso do Sul. Prometeon will also serve as the championship sponsor.

This partnership confirms **Prometeon's** commitment to motorsport, where innovation and performance come together to ensure the highest levels of safety and reliability. The **Copa Truck** represents an important and privileged testing ground where the technical characteristics of tyres can be tested for use on normal roads. The **R02 tyres** used on the track are the R02 Proway Steer version size 295/80R22.5 – the same tyres used by the company's end users. Supplying tyres to this popular Brazilian competition, therefore, represents a key opportunity for exchanging data and technological insights between the circuit and the road, enabling continuous product improvement and optimisation.

At the same time, **Prometeon** officially announces the continuation of its agreement with **Bia Figueiredo**, one of Brazil's most famous motorsport drivers and the first and only woman to have won the Copa Truck in the Super Truck Elite category, thanks to her victory at the Curvelo GP in Minas Gerais in 2024. In reaffirming its support for the champion, the company also reasserts its intention to invest in talent within the motorsport sector. Bia Figueiredo, whose career spans from IndyCar to truck racing, shares with Prometeon the values of passion, courage and goal-oriented performance.

Bia Figueiredo, Copa Truck driver, said: *"I am immensely proud to once again have Prometeon as my sponsor in 2025. As the category's official tyre supplier, they chose me among a grid full of great talents to be their ambassador. We started our partnership on the right foot, winning the Copa Truck Elite Championship. Now, in the Pro category, we will face even greater challenges, but I am fully confident that we will continue to evolve at every stage to compete for victories alongside the best."*

Alex Bregantim, Chief Technical Officer of Prometeon, stated: *"The partnership with Copa Truck and with champion Bia Figueiredo allows us to refine technologies that have a direct impact on the safety and efficiency of our products. With a constant focus on innovation and safety, our participation in world-class competitions like Copa Truck enables us to continuously push the limits of tyre performance, ensuring top performance both on and off the track."*



Copa Truck represents an important testing ground for the continuous improvement of Prometeon tyres, since it provides valuable data for the **ongoing development and improvement of tyres**, starting with the **R02 line** fitted on the trucks participating in the competition. Ultimately, this translates into continuous benefits for customer fleets. This line, which is part of the Serie 02 range with which it shares the same technological package, strikes the perfect balance between mileage, durability and sustainability, meeting the needs of demanding fleets seeking to optimise their operating costs and prioritise sustainability when choosing their partner.

The continued partnership with Copa Truck in 2025 underscores the strategic importance of Brazil for Prometeon. The country is home to two of the Group's four manufacturing sites which serve the South American market, as well as the United States and Mexico: the **Santo André** factory, the Group's longest-standing facility inaugurated in 1941, and the **Gravataí** plant, in operation since 1974, which represents a best practice in sustainability.

In 2024, the Gravataí facility achieved **Carbon Neutrality for Scopes 1 and 2**, thanks to investments that optimised its green performance, including a biomass plant that burns wood to produce the steam necessary for tyre production. Both Brazilian plants also purchase energy covered by green certificates, underlining the Company's commitment to sustainability.

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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