



## PROMETEON OFFICIAL SPONSOR OF THE SUPERBIKE WORLD CHAMPIONSHIP

- It is the first international sponsorship of Prometeon, global player in the tyre market for the professional sector.
- The WorldSBK stage is the perfect showcase for the brand's values: innovation, technology, pursuit of performance and passion.
- Customer experience activities and a dedicated communication project are coming soon.

**Milan, April 5<sup>th</sup>, 2022.** Prometeon Tyre Group becomes **Official Sponsor of WorldSBK**, the world championship of motorcycling for motorcycles derived from the series. The signing of the agreement, which has a multi-year duration, represents the first international sponsorship of Prometeon, global player in the tyre market for the professional sector.

The choice of the **FIM Superbike World Championship** as a showcase for the values of Prometeon was dictated by the synergy of the values of the two organizations: innovation, technology, and pursuit of performance. Furthermore, the international reach of Superbike, whose **12 rounds of the championship** take place in 10 different countries, is consistent with the activities of the Group that produces tyres in 3 continents and distributes them in over 150 countries, and which has approximately 8,000 employees of over 40 different nationalities.

**Roberto Righi, General Manager of Prometeon Tyre Group:** "Superbike was a natural choice, because it is one of the greatest expressions of motor sports competitions worldwide. Last year's championship, dominated by a challenge in the last corner between six-time world champion Jonathan Rea and the new king of the category Toprak Razgatlıoğlu, was the most exciting in twenty years. Prometeon is a company that thrives on passion and challenges, just like the racing world. We enter with the aim of being a long-term partner for World SBK, because we are convinced that it is an excellent opportunity to add value to our brand and offer engaging experiences to our customers".

**Francesco Valentino, Head of WorldSBK Commercial & Marketing dept .:** We are thrilled with this new partnership with Prometeon. This project presents a fantastic opportunity to achieve the goals we have set ourselves in terms of global awareness and sales promotion. We are convinced that Prometeon will become a valued partner not only for Dorna WSBK organisation, but also for all those involved in WorldSBK'



FORMULA



PHAROS

TEGRYS

ERACLE



As WorldSBK Official Sponsor, Prometeon will be present with its own brand on the edges of the tracks of all the rounds of the season and will benefit from the **strong media exposure** ensured by a sports championship of this level, both in terms of media and television coverage, as well as digitally and on the organization's social channels.

The sponsorship will give life to a customer experience activity aimed at Prometeon customers, who will be able to experience the paddock and the race in a privileged way in the **SBK Pit Lounge** and at the **Show Gala Dinners**. At the same time, a communication project aimed at motorcycling enthusiasts will be launched, who will thus have the opportunity to get in touch with the Prometeon brand.

A further point of contact between Superbike and Prometeon is, right in the paddock, the presence of the many trucks that transport the materials from circuit to circuit, not only for the teams, but also for the Dorna WSBK Organization, broadcasters and various suppliers. An essential part of the complex mechanism that allows the public to enjoy the spectacle offered by motor racing, road transport is perhaps the most important piece, and it is therefore even more interesting for Prometeon to enter this fascinating world where the human side of racing proceeds hand in hand with the continuous evolution of technology, exactly as it happens within the company.

Prometeon has just presented its new generation of premium Pirelli-branded tyres, the Serie 02, available from the beginning of April simultaneously on all EMEA markets (Europe, Middle East, Africa). Five innovative and sustainable product lines, aimed at motorway, regional, urban and construction site use, the result of four years of study and 180 million kilometers of tests on the roads of Italy, Germany and Turkey. This is the most important product launch in the history of the group.

#### PROMETEON TYRE GROUP

Prometeon Tyre Group is the only tyre company solely focused on the Industrial sector (transport of goods and people), the Agro and OTR segments. Prometeon's is a multi-level offering with a product portfolio that includes the PIRELLI, FORMULA, PHAROS, ANTEO, ERACLE, TEGRYS brands. The Group has four factories (two in Brazil, one in Egypt, and one in Turkey), three Research and Development Centers (Italy, Brazil, and Turkey) and one Development Centre in Egypt. There are around 8,000 people from more than 40 nations working in the Group, across all 5 continents. Since 2019 Prometeon has joined the United Nations Global Compact, which today has 15,500 companies in 165 countries, and in 2020 it was among the founding members of the United Nations Global Compact Network Italy. The PIRELLI, FORMULA and PHAROS brands are used under license.

For further info

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**FORMULA**



**PHAROS**

**TEGRYS**

**ERACLE**