



## Production of the first Prometeon-branded tyres for the European and Turkish markets begins

- **The Prometeon-branded Serie 02 tyres, which will be produced at the historic Izmit plant in Turkey, have been unveiled.**
- **With the launching of the Prometeon product brand, the Serie 02 expands with the new R02 line, developed for regional applications and available in Europe and Turkey starting from October.**
- **Over the last 7 years, more than 185 million euro have been invested in the Prometeon factory in Izmit, which recently received the ISCC Plus certification from the International Sustainability and Carbon Certification organisation.**

**Istanbul, Turkey, 4 October 2024** – Prometeon Tyre Group, a leading company in the development, production and marketing of tyres for the commercial, agricultural and OTR sectors, unveiled today its first Serie 02 Prometeon-branded tyres for European main markets and for the Turkish market.

The launch in Turkey marks Prometeon’s debut as a product brand in the Europe and Turkey, continuing the expansion that began with the production and distribution of Serie 02 tyres in Egypt, for the African and Middle Eastern markets. The transition to the new product brand will be gradual in both Europe and Turkey, with the new R02 line, developed for regional applications, set to be available starting from October.

The launch was celebrated with an important event, attended by over 400 guests, including customers and journalists from across Europe. Participants had the opportunity to visit the Izmit plant, explore the wonders of historic Istanbul, and enjoy a unique experience at the Istanbul Park Circuit, where they tested trucks equipped with Prometeon tyres both on the track and off-road. Behind the wheel were professional motorsport drivers who collaborate with Prometeon in sports competitions, including **Martin Macík**, winner of the 2024 Dakar Rally, **Claudio Bellina**, who participated in the 2024 Dakar Rally using Prometeon tyres, and **Bia Figueiredo**, who competes in Copa Truck, the premier truck racing championship in Brazil, of which Prometeon is the official tyre supplier.

**Prometeon Tyre Group CEO, Roberto Righi, said:** “The launching of the Prometeon-branded Serie 02 line marks the beginning of a new phase in the history of our company, and this event represents a crucial milestone on the way to launching our brand. In the coming years, the Group will undertake significant investments in both the industrial and commercial areas, with a clear objective: to offer products and services that are increasingly effective in responding to customer needs, according to a full-fledged ‘business partnership’ approach based on mutual trust and respect”.



## THE NEW PROMETEON R02 TYRES

With the launching of the Prometeon brand, the 02 line is expanding both in Europe and Turkey with a new solution for regional applications: the **R02 Proway** and **R02 Proway M1** lines bearing the Prometeon brand, the latter being specifically designed for countries with high operational severity. To better meet customer needs and drawing on our experience gained in various markets, specific products have been developed for different usage conditions.

The R02 Proway M1 line is dedicated to the Turkish market, where the temperature and usage conditions are particularly stressful on tyres, requiring the use of enhanced compounds and reinforced structures.

The European line, on the other hand, strikes the perfect balance between mileage, durability and sustainability, ensuring that it satisfies the demands of the most exacting fleets seeking to optimise operating costs.

The new product line is available in the following sizes:

- R02 315/70
- R02 315/80
- R02 295/80

It benefits from the technological package fine-tuned for the Serie 02 line launched in 2022, originating from an intensive research and development programme during which over 6,000 tyres were tested, and more than 200 million kilometres were covered in all weather and road conditions. This programme also benefited from continuous feedback from the Group's partners on the Serie 02 line already on the market.

Compared to the Serie 01 line, the new Prometeon-branded Serie 02 tyres boast:

- +15% in mileage
- +15% in durability
- +20% in sustainability
- +20% in retreadability

With these improvements, the Prometeon-branded R02 line is the ideal product for fleets aiming to optimise operating costs and prioritise sustainability when choosing their partners.

## CELEBRATING OVER 60 YEARS OF INNOVATION AT THE IZMIT PRODUCTION SITE

The new Prometeon Serie 02 line will be manufactured at the Group's innovative and increasingly sustainable production site in Izmit, Turkey, which also houses one of the company's Research and Development Centres, alongside those in Italy, Brazil and Egypt. The Izmit facility plays a strategic role in advancing the Group's technology, sustainability and innovation, and was renovated and modernised in 2021.

Founded in 1960, the factory employs 2,000 people and has a production capacity of around **1.85 million tyres per year**, making it the largest industrial tyre production centre in Turkey. More than 50% of its production is exported to 87 countries, primarily in Europe. Over the past seven years, Prometeon has invested more than **185 million euro** in the Izmit factory.



Additionally, the production processes at the Izmit factory fulfil energy efficiency criteria aimed at reducing greenhouse gas emissions. In particular, the Turkish plant has obtained the ISO 50001 energy certification.

The Izmit production site also recently received the **ISCC Plus** certification from the International Sustainability and Carbon Certification (ISCC) organisation. With ISCC Plus Prometeon certifies that the materials it uses derive from bio-based, bio-circular and circular sources.

In line with Prometeon's green strategy, which aims to reduce the environmental impact throughout the supply chain, from production to sales, the Serie 02 line is also inspired by environmental sustainability criteria. At the recent IAA Transportation event in Hannover, Germany, Prometeon unveiled the new Coach transport tyre, **Prometeon C02** – the first Prometeon tyre with Class A rolling resistance – featuring 80% recycled and certified materials or materials sourced from renewable sources.

#### **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, AEOLUS, 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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