



## PROMETEON NEW CO-TITLE SPONSOR OF YAMAHA IN WORLDSBK

- The brand will have a presence on the Yamaha's official WorldSBK team bikes, on the riders' attire, and on the trucks transporting the material to the circuits.
- This is a strategic partnership for the Group, aiming to provide greater visibility to the corporate brand and offer ever-more exclusive customer experiences.
- Sponsorship confirmed of the FIM Superbike World Championship, of which Prometeon is Official Sponsor, and of champion Toprak Razgatlioglu.

**Milan, Italy, 31 January 2023.** Prometeon Tyre Group is the new Co-Title Sponsor of **Pata Yamaha Prometeon WorldSBK** for the 2023 FIM Superbike World Championship.

The global player in the tyre market for the professional sector will have brand presence on the bikes – for which a new livery has been designed – on the trucks which transport the material to the circuits, and on the riders' race overalls, as well as on all official team communications.

**Roberto Righi, General Manager of Prometeon Tyre Group:** "The agreement with which we become co-title partner of the official Yamaha WorldSBK Team reflects the natural evolution of Prometeon's commitment to the World Championship for production-based motorbikes, which began in 2022 with the official sponsorship of the championship. With WorldSBK we share the values of innovation, technology and the pursuit of maximum performance. We also believe that this partnership, in addition to further boosting the visibility of our corporate brand, will allow us to offer even more exclusive and engaging experiences to our business partners and collaborators".

With 14 races won in 2022 and second place in the Manufacturers' Championship, **Pata Yamaha Prometeon WorldSBK** is one of the top teams in the category. This season, in the saddle of the two official Yamaha R1 WorldSBKs will be 2021 WorldSBK Champion and 2022 runner-up Toprak Razgatlioglu, alongside Italian Andrea Locatelli for their third year as teammates.

The partnership with the Yamaha's official WorldSBK team is in addition to other existing ones in the Superbike world, first and foremost that which has seen Prometeon as **Official Sponsor of the FIM Superbike World Championship** since the 2022 season. The Group is also sponsor of 2021 WorldSBK Champion, Turkish rider **Toprak Razgatlioglu**, who has a total of 82 WorldSBK podiums, 32 wins, 26 best race laps and eight pole positions from 156 race starts to his name.



FORMULA



PHAROS

TEGRYS

ERACLE

# PROMETEON

The championship kicks off on 24 February in Australia, on Phillip Island, with the conclusion in autumn after 12 rounds held all over the world: from Indonesia to Argentina, with the European races held in Spain, the Netherlands, the UK, Czechia, France and Portugal. The Italian round of the championship will be held on the weekend of 2-4 June at the Misano World Circuit “Marco Simoncelli”.

For Prometeon, which in 2022 launched its new generation of premium Pirelli-branded tyres, the Serie 02, the international nature of WorldSBK was a decisive element in the choice to invest in this championship, given that the group manufactures its tyres on three continents, marketing them in over 150 different countries.

## 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 information

**LUCA DELLI CARRI**

Media Relations Italy

luca.dellicarri.lc@prometeon.com

Tel. +39 3807805324



**FORMULA**



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