



## Prometeon to stand by Toprak Razgatlıoğlu again in the WorldSBK

**Milan, 19<sup>th</sup> February 2025** – **Prometeon**, a leader in the industrial, agricultural and OTR tyre sectors, announces the renewal of its partnership with 2024 Superbike World Champion **Toprak Razgatlıoğlu**. This collaboration reaffirms Prometeon's commitment to and interest in the motorsport world.

'El Turco' claimed his second World Superbike title in 2024, becoming the third rider to win two championships with two different manufacturers. His unique talent is certified by the 248 laps led in races out of a total of 593 and by his world title victory, which he obtained despite missing six races due to injury.

Born in 1996 in Turkey, Toprak Razgatlıoğlu is one of the most spectacular and talented Superbike riders. After debuting in the World Championship in 2018, he quickly made his mark with his aggressive riding style and incredible braking skills. In 2021, riding for Yamaha, he became the first Turkish champion in the category, breaking Jonathan Rea and Kawasaki's six-year dominance. In 2024, he repeated this achievement with BMW, cementing his place among the sport's best. His charisma, determination and constant desire to win make him a motorbike-racing icon, capable of thrilling millions of fans worldwide.

Prometeon chose to continue supporting Razgatlıoğlu because he perfectly embodies the Group's values: determination, ambition and the constant pursuit of excellence. His ability to approach every race with grit and technique aptly reflects the Prometeon spirit, with its firm focus on performance and innovation. The partnership with Toprak Razgatlıoğlu is part of a strategy aimed at strengthening the tire manufacturer's reputation for reliability and performance on the international stage.

**Maurizio Sala, CEO for the Middle East & Africa of Prometeon**, commented: *"We are extremely proud to continue this collaboration with a champion of Toprak Razgatlıoğlu's caliber, whose grit and determination perfectly reflect Prometeon's values. Toprak is an extraordinary rider who knows how to excite spectators with his talent and unique riding style. It is precisely this ability to push beyond the limits that makes him an ideal partner for Prometeon. This partnership represents an opportunity to strengthen our international presence, connect with a global community of fans, and showcase our commitment to innovation in a highly competitive context."*



#### **PROMETEEON 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 PROMETEEON, 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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