



## **PRESS RELEASE**

### **R89 Series: The New Pirelli Branded Tires For Regional Applications**

*Rome, GA.* The Pirelli Branded **R89 Series Tire Line** is being launched in the North American Market by Prometeon Tyre Group Commercial Solutions, LLC (previously TP Commercial Solutions, LLC), an entity designing, manufacturing and selling Pirelli Branded TBR, Agricultural and Off-The-Road tires in the USA and Canada. The **R89 Series Tire Line** is dedicated to regional market applications and is being introduced after extensive testing across the USA and Canada. Featuring drive (both open and closed shoulder) and steer applications, the line will be available in an extended range of tire sizes within year-end to address various vocational segments.

Featuring the most advanced Prometeon technology tailored to the North American market, the R89 Series provides fleets with high mileage, fuel savings and outstanding traction in all weather conditions.

R89 Series - key features:

- 1. High Mileage & Even Wear** – the tire construction and tread profile design delivers an optimized footprint, resulting in even wear and long tread life.
- 2. Fuel Efficiency** – its innovative tread compound withstands high scrub conditions associated with regional operations, achieving even wear, long tread life and fuel savings.
- 3. Excellent Performance In All Road Conditions** – new, innovative tire tread patterns and profiles will help prevent impact damage, allowing a uniform distribution of load and torque (for drive) and precise handling (for steer), therefore resulting in even wear and long tread life in every wheel position.
- 4. High Retreadability** – Pirelli's patented Spiral Advanced Technology for Truck (SATT) combined with Hexa Bead Wire delivers excellent retreadability.

“The R89 series is the new milestone of our product strategy developed specifically for the North American market, delivering premium Tier 1 tire performance and excellent operational savings and the first tire family being launched this year. We plan to expand our PIRELLI Branded tire portfolio, adding more 22.5”, 19.5” and 17.5” sizes to the R89 Series together with other 22.5” sizes for mixed service,” said Aleksandar Gramatikov, CEO North America for Prometeon Tyre Group Commercial Solutions, LLC.

“Prometeon Tyre Group Commercial Solutions, LLC is pursuing a multi-tier product strategy and we will also introduce a dedicated tier 2 product in three standard sizes (295/75R22.5, 11R22.5 and 11R24.5 for both steer and drive position) in order to provide our customers with a more comprehensive product portfolio, It’s an exciting time of growth for us and we’re looking forward to getting feedback on the range as it rolls out and continuing to innovate and deliver a high quality tire portfolio that addresses fleet needs in these markets” Gramatikov added.

#### **Tire Sizes:**

R89

11R22.5 LR G, H  
295/75R22.5 LR H  
225/70R19.5 LR G  
245/70 R19.5 LR H  
265/70 R19.5 LR H  
315/80 R22.5 LR L  
275/70 R22.5 LR J  
285/75 R24.5 LR H

R89 - Drive Open Shoulder

11R22.5 LR H  
295/75R22.5 LR H  
225/70R19.5 LR G  
245/70 R19.5 LR H  
265/70 R19.5 LR H  
315/80 R22.5 LR L

R89 - Drive Closed Shoulder

11R22.5 LR H  
295/75R22.5 LR H  
285/75 R24.5 LR

R89 - Trailer

215/75 R17.5 LR H  
235/75 R17.5 LR J  
245/75 R17.5 LR J

For full specifications on each tire size including measurements and load range, please refer to product brochure.

#### **About Prometeon Tyre Group Commercial Solutions, LLC**

Prometeon Tyre Group Commercial Solutions is an entity of Prometeon Tyre Group (the former Pirelli Industrial) that supplies under license Pirelli Branded commercial truck tires and fleet solutions to the global market. Dedicated to the North American market, PTGCS LLC maintains the renowned quality and heritage of Pirelli technology. Its headquarters are in Rome, Georgia. For more information, including more detailed product information and brochures, visit [http://www.prometeon.com/tires/en-us/truck\\_bus/homepage](http://www.prometeon.com/tires/en-us/truck_bus/homepage).

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