



PROMETEON PARTNERS WITH IRISH WHOLESALER, HEFFERNAN TYRES TO EXPAND DEALER NETWORK ACROSS IRELAND

Prometeon and Heffernan Tyres hosted exclusive 4 x4 driving experience for Irish independent tyre dealers

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Heffernan tyres has established strong relationships with independent tyre dealers across Ireland, over their last 70 years of trading, and they now aim to build these relationships into a network of independent tyre dealers to provide an unrivalled service for fleets across Ireland.

Third generation family owned Heffernan Tyres, based in Kildare, enjoys a long-standing relationship with Prometeon supplying their customers with a range of Pirelli branded tyres in particular the new Series02 range to suit a range of applications. These tyres provide a cost-effective solution for a wide range of fleets that operate artic and rigid trucks, together with agricultural vehicles.

Prometeon organised an exclusive 4 x 4 off road driving experience in the Dublin Mountains with their Irish distributor Heffernan Tyres, for tyre dealers from all corners of Ireland.

The Irish dealers and Prometeon team spent the morning driving across the magnificent countryside of the Irish National Park and the afternoon testing their skills at the Millbrook off-road centre at Kilkea. Joe Heffernan, Sales Director for Heffernan tyres, comments; "The main objective of the event was to enable our Heffernan tyres staff and the dealers to get to know each other better and strengthen their relationships. At the same time, it provided the ideal opportunity for us to explain the unique benefits of Prometeon's extensive range of tyre products and services.

Heffernan tyres, with the support of Prometeon, have grown considerably since 2020 expanding their network of truck tyre dealers based on customer confidence in Prometeon's Pirelli branded premium tyres. Thomas Heffernan, Managing Director of Heffernan adds: "We want to support the dealers to win new fleet business in their areas by providing them with quality tyre products, and the service and backup they need, to grow their businesses and keep their customers' trucks rolling."

The driving event was a great success with dealers forging new partnerships and building on existing relationships in their network. "It's our 70th anniversary later this year and we are planning a further event in Kildare to bring our expanding network of dealers together again to celebrate this key milestone," says Thomas.

Ali Yilmaz, Prometeon's Managing Director UK, Ireland and Nordics, who attended the day comments: "It's a testament to our long-standing relationship with Heffernan Tyres that over the years we have seen major growth in Ireland. This is an important market that will remain a key focus for us as we develop the Prometeon business going forwards."



FORMULA

PHAROS

SESTANTE

ANTEO

TEPRYS

ERACLE

ARGANTIS



ENDS

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PROMETEON TYRE GROUP

Prometeon Tyre Group is the only tyre manufacturer that focuses entirely on the Industrial, namely transport of goods and people, Agro and OTR sectors. Prometeon has a multi-brand offer, with a product portfolio that includes 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), 3 Research & Development facilities (Italy, Brazil and Turkey) and a Development Centre in Egypt. Approximately 8 thousand people of over 40 nationalities work within the Group, which is present in all 5 continents.



FORMULA PHAROS SESTANTE

ANTEO

TEPRYS ERACLE ARGANTIS