



## PROMETEON LAUNCHES SUPERTRUCK DEALER NETWORK IN THE UK

**Prometeon signs up first 16 independent tyre dealers to provide national tyre service for fleets and hauliers**

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Prometeon Tyre Group is working in partnership with its tyre dealers across the UK to launch its new SuperTruck UK network to supply its branded tyres alongside tailored maintenance and audit services for truck fleet operators.

SuperTruck was first launched in Italy in 2019 and is successfully rolling out to six other European markets: Poland, Greece, Cyprus, Spain, Germany, and Switzerland. Prometeon UK has been working with tyre dealers to tailor their product offering and services in line with the company's SuperTruck initiative designed uniquely to support the needs of truck fleet operators.

The SuperTruck service offer for dealers is flexible and runs alongside the supply of Pirelli branded tyres produced by Prometeon under licence. The dealers that have been selected will benefit from tailored training and technical support from Prometeon's tyre experts. India Gould, Prometeon's Marketing Manager explains, "We hold the same end goal as our dealer network of offering a consistently high standard of service to truck fleet operators. The event was the ideal opportunity to get to know the dealers and explain the benefits that the Prometeon partnership offers their business.

The launch of the UK SuperTruck network took place in April 2023 at Hoar Cross Hall Spa and Hotel in Burton-on-Trent, attended by the initial SuperTruck tyre dealers from across the UK. It was the first of many SuperTruck dealer events that are planned. Prometeon's senior management and sales team presented the full range of benefits of the SuperTruck programme, as well as highlighting new products and services.

Ali Yilmaz, Prometeon's Managing Director UK, Ireland and Nordics, comments: "It's important that we work collaboratively with our tyre dealer partners to grow and develop the Prometeon market offer and, at the same time continue to support all our dealers in growing their businesses through the supply of quality products and associated services tailored to the needs of truck fleet customers. SuperTruck will be a key component of our product and service growth and delivery plan as we move forward."



**FORMULA PHAROS SESTANTE**

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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.



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