



HISTORIC LAUNCH OF FIRST-EVER PROMETEON-BRANDED TYRES CELEBRATED AGAINST BACKDROP OF GIZA PYRAMIDS IN EGYPT

Launch coincides with 30th anniversary of Prometeon's factory in Alexandria

Cairo, Egypt, May 9, 2024 – Prometeon Tyre Group, a leader company in the development, production and marketing of tyres for the industrial, agro and OTR sectors, today unveiled the first-ever tyres – the Serie 02 – to carry Prometeon branding since the Company was founded in 2017.

Prometeon marked its historic transition to a product brand by staging a special ceremony in the shadow of the Giza pyramids in Egypt to enoble a momentous occasion.

An intensive research and development programme saw 6,000-plus tyres tested and more than 200 million kilometres covered in all climatic and road conditions. The Prometeon-branded Serie 02 tyres will initially be produced at the company's Alexandria plant and made available to markets in Egypt, other Middle East nations and Africa. The new tyres will be distributed in Europe and Turkey by the end of 2024.

Prometeon Tyre Group CEO Roberto Righi said: "Today is a truly historic occasion for our Group because the Prometeon brand appears for the first time on our most innovative tyres, the Serie 02. We are entering a new phase of Prometeon's journey and can look back on a heritage that has generated more than 100 years of know-how and the production of more than 150 million tyres." He added: "This launch coincides with the 30th anniversary of our factory in Egypt, where more than 2,000 people are employed, some 100 of whom will be honoured during our celebrations because they began work at the plant when it was established in 1994 and continue to do so today."

The first tyres to carry the Prometeon brand are the G02 ON-OFF and the G210. The G02 ON-OFF is designed for mixed road-construction site use, while G210 is for heavy regional applications with a special focus on local-market needs.

The Serie 02 line will initially be produced at Prometeon's innovative and increasingly sustainable manufacturing site in Alexandria, which is also the location of the company's fourth research & development facility, following establishment of those in Italy, Brazil and Turkey.



G02 ON-OFF MULTIAXLE and DRIVE

Sizes: 325/95R24 and 12.00R24.

This product is designed to raise resistance and durability levels for severe on-off applications, for mixed use on roads and construction sites and under aggressive tread-wear conditions. The bead structure has been redesigned and reinforced and a new tread pattern has been developed to improve tear resistance and ensure even wear. The new belt package structure boosts carcass robustness and resistance to high temperatures. The new structure and a new tread pattern contribute to improving performance.

Compared to the previous series, in the 325/95 size, there is a 10 percent increase in Ply Rating (increased to 22PR), a 15 percent increase in durability (thanks to the new design and tread composition), a 10 percent increase in safety (thanks to the new casing), and a 10 percent improvement in tread wear at the same mileage.

MULTIAXLE

Developed for all construction-truck axles, optimised to ensure retreadability, tear resistance, and improved use in off-road application without compromising acoustic comfort and mileage performance on paved roads.

DRIVE

Developed for construction-truck drive axles, optimised to ensure high mileage, retreadability, tear resistance, robustness, and high traction, even during the most demanding on-off operations.

G210

Sizes: 325/95 R24.

This tyre has been specifically designed for severe applications with high operational loads for heavy regional use. The bead and belt package have been redesigned and reinforced with structures specifically engineered to ensure high levels of integrity, aimed at enhancing performance even under severe extreme conditions. This is the first tyre on the market with a 24PR rating. A new tread pattern has been developed to optimise performance across various applications. There is also a new tread compound for high mileage and low heat generation.

Developed for all axles and specifically designed for heavy regional applications, it delivers immense durability, safety, and even wear as well as an extended lifecycle.

Compared to the competition, it boasts a 30 percent increase in durability (thanks to the reinforced carcass structure), a 15 percent improvement in wear (thanks to the new compound and tread design), and a 20 percent enhancement in safety (thanks to the new tread design).



ALEXANDRIA MANUFACTURING SITE CELEBRATES 30 YEARS OF OPERATION AND CONTAINS PROMETEON'S FOURTH RESEARCH & DEVELOPMENT CENTER

Prometeon's 300,000 square metres Alexandria production site employs 2,000-plus professionals and is marking its 30th year of operation, after having produced more than 19 million tyres since inception in 1994. In 2022, the company accelerated investment of €85 million in a technological innovation and sustainability programme scheduled to end in 2026. Committed to biodiversity, the site features a green oasis that covers approximately 18,000 square metres and accommodates more than 500 species of flora and fauna.

The Alexandria site also houses Prometeon Tyre Group's fourth research & development facility, which is focused on product innovation for local applications.

PROMETEON TYRE GROUP

Prometeon Tyre Group is the only tyre manufacturer that focuses entirely on the Industrial (viz. transport of goods and people), Agro and OTR sectors. Prometeon has a multi-brand offer with a product portfolio that includes PROMETEON, 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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