



Prometeon Tyre Group debuts at Solutrans 2025

From 18 to 22 November, at the international trade fair in Lyon, Prometeon will showcase tyres and services designed for French fleets

Milan, 13 November 2025 - **Prometeon Tyre Group** – a leading company in the industrial, agricultural and OTR tyre sectors – will take part for the first time in **Solutrans**, Europe's leading trade fair for road transport and commercial vehicles, to be held at **Eurexpo Lyon** from **18 to 22 November 2025**.

Prometeon will have an exhibition space in **Hall 3, Stand C 115**, a tangible sign of the company's increasingly solid presence in the French market. Solutrans marks an important milestone in Prometeon's journey toward full recognition in Europe, as the Group has succeeded in building a strong identity and a clear growth-oriented strategy.

Visitors to the stand will find the following tyres on display:

- **R02 Proway Drive:** a regional transport tyre designed to maximise mileage, ensure even wear, and provide excellent grip and high retreadability. Depending on its size, it is certified A or B for wet grip and 3PMSF.
- **G02 Pro Multiaxle:** a robust tyre for mixed on/off-road use on steering and trailer axles, offering high resistance to cuts and tears and a reinforced casing that increases the load capacity up to 10 tonnes.

In addition to products, Prometeon will also showcase its services and sales network. The **Pro Services** range will be presented, along with the **SuperTruck** assistance and sales network, which is evolving from a European to a truly global development plan.

Visitors will also have the opportunity to join one-to-one workshops dedicated to the **Pro Check** monitoring platform. Using a dedicated digital tool, Prometeon experts will demonstrate how customers can use the app to measure tread depth and tyre pressure directly.

The fair will also be an opportunity to discover **Pro Management**, a service currently being launched in the French market. This digital solution integrates with Pro Check to optimise fleet administration, providing efficient, data-driven insights that enable informed decision-making.

The Prometeon service package is fully customisable so that it can adapt to the specific needs of fleets differing in type, size, geography and application, as well as the professionals involved in their management. It delivers efficient, cost-effective and technologically advanced solutions designed to enhance customers' operational capacity, reduce total costs, and improve overall fleet performance.

Gokce Senocak, CEO Greater Europe, stated: *"Participating in Solutrans represents a strategic milestone in Prometeon's growth journey in Europe, and particularly in the French market. Being present in Lyon with our stand and brand allows us to strengthen our market position, consolidate*



relationships with key industry players, and create new development opportunities in a crucial market for our expansion.”

PROMETEON 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 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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