

## PRESS RELEASE

### **PROMETEON TYRE GROUP ANNOUNCES ITS PARTICIPATION AT THE TIRE COLOGNE 2018**

#### **TOGETHER WITH THE TRUCK RANGE, THE FIRST TYRES OF THE AGRO LINE PHP™ AND NEW FLEET SOLUTIONS WILL ALL BE PRESENTED**

*Milan, May 15<sup>th</sup>, 2018* - **Prometeon Tyre Group will take part in the world premiere of The Tire Cologne 2018, the international trade fair for the tyre industry on stage from May 29th to June 1<sup>st</sup>, 2018.**

The booth will feature top-of-the-range tyres, all under the PIRELLI brand: the Triathlon™ line, the most versatile, suitable for both regional and long-haul applications in various weather conditions; the H:01 Energy™ line, developed to optimize fuel consumption over long distances; the Coach and MC:01™ lines specialized in the transport of people in the medium and long distances and in the cities, and the G:01™ dedicated to the construction segment.

Two sizes of the PHP™ Line Agro tyres, specifically developed for the European agricultural market, will also be presented during the exhibition.

Visitors to the Prometeon booth - located in Hall 7, booth C 48 / D49 - will also be able to discover new solutions and services designed for the most demanding fleets.

#### **PROMETEON TYRE GROUP**

Prometeon Tyre Group, formerly Pirelli Industrial, is the company at the head of the group that produces and commercializes Truck, Bus, Agro and OTR PIRELLI branded tyres under license. 4 factories (2 in Brazil, 1 in Egypt and 1 in Turkey) make up the group's production structure and two R & D centers, in both Milan and Santo André in Brazil, represent the heart of the product portfolio innovation. Prometeon Tyre Group is a Pure Industrial Tyre Company totally focused on the design, production and marketing of tyres for professionals in the transport of goods, people, and for Agro and OTR applications. Over 7,000 people work within the Prometeon group. The Prometeon Group is present in over 160 countries worldwide, and it is 52% owned by TP Industrial Holding (100% controlled by Marco Polo International Italy), 38% by CINDA (Chinese International Investment Company) and 10% by Aeolus (a Chinese company active in the production of Industrial tyres).

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