

Press Release
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Alltrucks Truck & Trailer Service and Prometeon Tyre Group sign a partnership agreement to create synergies among leaders in 360° fleet management

Alltrucks Truck & Trailer Service and Prometeon sign an agreement on a comprehensive partnership. Around 700 Alltrucks partners in Europe will now receive exclusive products and service from the global tire manufacturer.

Munich. The multi-brand, full-service workshop concept “Alltrucks Truck & Trailer Service” and the Prometeon Tyre Group, the only tire company solely focused on the industrial sector, have agreed on a European cooperation starting on 01.10.2019. Thanks to the cooperation, commercial vehicle workshops affiliated with the Alltrucks network will receive exclusive and privileged access to the tire manufacturer’s portfolio. They are expanding their product- and service-expertise and thus their possibilities to serve existing and new customers more extensively.

Alltrucks workshops benefit from the tire manufacturer’s comprehensive product range and the range of solutions, e.g. the direct purchase of commercial vehicle tires, access to the Prometeon Fleet Check Tool, and the company’s central billing platform. Additional benefits are direct support of the Alltrucks partners by the Prometeon field service, as well as individual product- and technical-training.

“We are pleased to establish additional competencies within our workshop network that will make it even easier for the partners to maintain and repair a commercial vehicle in full. One of the key-factors for the cooperation with Prometeon is the high degree of product competency and quality of the globally established tire manufacturer. The mutual understanding with regards to the support and qualification of partner workshops will play an essential role in the cooperation,” adds Homer Smyrliadis, Managing Director of Alltrucks.

“In line with the path undertaken, for an ever-increasing international presence, today, with Alltrucks, we can count on another top network among our customers. The demands of our joint end customers, the fleets, are moving towards 'everything from a single source' in order to minimize any service life. As part of the cooperation, we are glad to team up with the Alltrucks workshop partners with our expertise and develop the tire business together with the partners,” adds Marco Solari, CEO Europe of Prometeon Tyre Group.



caption: Official announcement of the cooperation between Alltrucks and Prometeon at the Alltrucks partner event on the 27th of September 2019, in Bonn. Ltr: Nils Hollmann, Head of Sales, Marketing and Concept Development and Homer Smyrliadis, Managing Director of Alltrucks GmbH & Co. KG, Alexander Hild, Managing Director and Nico Spirito, Head of Sales of Prometeon Tyre Deutschland GmbH.

ALLTRUCKS TRUCK & TRAILER SERVICE

Alltrucks GmbH & Co. KG was founded as a joint venture by the three leading automotive and commercial vehicle suppliers Bosch, Knorr-Bremse and ZF in 2013. Under the Alltrucks Truck & Trailer brand it offers commercial vehicle workshops a wide range of services in maintaining and repairing light to heavy commercial vehicles, trailers and semitrailers – across all brands. These services include multi-brand vehicle diagnostics, a technical hotline, customized training courses, technical information, a 24/7 service, marketing support and professional quality management. The system headquarters based in Munich is continuously expanding its portfolio, including new cooperation programs and fleet services – in the medium term throughout Europe. More information at www.alltrucks.com.

PROMETEON

Prometeon Tyre Group is the only tire company solely focused on the Industrial sector, for the transport of goods and people, and the Agro and OTR segments. Prometeon is a multi-level offering with a product portfolio that includes the PIRELLI, FORMULA, ANTEO and ERACLE brands.

The Group has four factories (two in Brazil, one in Egypt, one in Turkey) and three Research and Development Centers (Italy, Brazil, Turkey) and one Development Centre in Egypt which represent the heart of product innovation.

The Prometeon Group has over 7,000 employees located across all five continents.

www.prometeon.com

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