

PNEURAMA

PRESS RELEASE

Pneurama goes weekly

Pneurama weekly: a new publishing venture by Edit Prom

Pneurama, the professional tyre magazine published by Edit Prom, which refers to the Professional Associations Airp, Aica and Federpneus (respectively the Italian Tyre Retreaders' Association, the Italian Garage Equipment Manufacturers' Association, and the Italian Tyre Specialists' Association), has put the paper version and the online version of Pneurama side by side with Pneurama Weekly, an online weekly magazine on the world of tyres, automotive equipment, accessories, wheels, vehicle assistance, transportation, automotive market and much more. The weekly version is not only available at www.pneurama.com; it also reaches approximately 9000 professional operators in the tyre, vehicle fleet and other related industries by means of a twice-weekly newsletter.

Readers of Pneurama weekly can access results on studies and in depth investigations which the magazine publishes ever since its establishment and also rely on timely and accurate information on tyres themselves, as well as on problems concerning their industrial production, distribution, retreading and disposal, thereby becoming acquainted with the entire life cycle of a fundamental product for the automotive industry such as the tyre. Furthermore, Pneurama weekly also reports information on the automotive field and specifically on all activities and products concerning the automotive aftermarket.

The contact network established across the above associations and the deep market knowledge of both the paper edition and the online edition of Pneurama allow to convey accurate and timely information to professionals in the field. Subscription to Pneurama is complimentary.

Bologna, 17 April 2012

EDIT PROM srl : Via A. G. Ragazzi, 9 40011 Anzola Emilia (Bo) Italy – Tel. +39 051/6424004 Fax +39 051/733008

pneurama@pneurama.com www.pneurama.com

P.R. ECONOMETRICA S.r.l. Via Ugo Bassi, 7 - 40121 Bologna – Italy – Tel. +39 051/271710 email: info@econometrica.it