

Montecchio Maggiore, 28/02/2024

Prima Pramac and FIAMM seal another two-year agreement

Prima Pramac Racing is delighted to announce a new collaboration for the biennium 2024 and 2025 with FIAMM, the multinational company active in the production and distribution of batteries for the startup of motor vehicles and for industrial use.

The company, based in Vicenza, will see its logo travel the world on the fairings of the reigning world champion team's Desmosedici, which this year will be represented by the reigning vice world champion Jorge Martín and the newcomer Franco Morbidelli.

The 2024 season will start on the weekend of March 9-10 at the Lusail International Circuit. Thus, FIAMM consolidates its already deep bond with Pramac.

Paolo Campinoti, CEO of Pramac and Team Principal of Prima Pramac Racing

"We experienced an incredible 2023 and are starting this new season with great emotion and loaded with expectations. Knowing that we can count on a historic partner like FIAMM, which believes in and supports our MotoGP team for over a decade, is a source of pride and a synonym for continuity".

Fujio Owa, CEO of FIAMM Energy Technology

"The renewed partnership with Prima Pramac Racing represents a fundamental pillar in our brand strategy, aiming to merge a passion for competition with a commitment to technological innovation. Together, we are ready to tackle new challenges and celebrate every success, bringing our values of excellence and efficiency to circuits around the world".

FIAMM Energy Technology S.p.A.

FIAMM Energy Technology is a multinational operating in the manufacturing and distribution of energy storing accumulators for vehicles and industrial applications established following the separation of the automotive and industrial lead battery business unit from the FIAMM Group.

To be closer to the needs of customers, FIAMM Energy Technology has numerous sales and technical offices (in Italy, Germany, UK, Slovakia, France, Spain, Singapore, China to name a few) and a widespread network of importers and distributors, employing one thousand people in total.

For more information on FIAMM, go to the website: www.fiamm.com