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Limited edition Apollo – Manchester United tyres launched for MENA market

The company also invited Manchester United Legend to join for the Apollo *Go The Distance* Challenge in Dubai

Carrying forward its association with Manchester United Football Club (MUFC), Apollo Tyres introduced the limited edition dual branded -- Apollo and Manchester United -- tyres for the Middle East and North African (MENA) market. The tyre was unveiled by Marco Paracciani, Chief Marketing Officer, Apollo Tyres Ltd, Quinton Fortune, former Manchester United mid-fielder, and Ahmad Alserkal, Apollo Tyres' Business Partner for the United Arab Emirates at the ongoing Dubai International Motor Show.

Commenting on the launch of the limited edition tyre, **Marco Paracciani, Chief Marketing Officer, Apollo Tyres Ltd**, said "The MENA region is a very important and growing market for us. After setting up our sales and distribution hub in Dubai two years back, we have been able to increase our sales and footprint in the region multi-fold. We are introducing this limited edition tyre for the huge following of Manchester United in the MENA region and the tyre would be available for sale immediately."

Utilising the presence of Quinton Fortune, former Manchester United mid-fielder, Apollo Tyres organised an Apollo *Go the Distance* Challenge for 30 kids, who were selected through a Facebook contest by Apollo Tyres' business partner, Alserkal Group. Quinton helped the kids participating in the *Go the Distance* Challenge to understand the importance of control, accuracy and agility while playing football. Going forward, Apollo Tyres would be organising similar *Go the Distance* football challenge events, in the MENA region.

Apollo – Manchester United tyre



This dual branded limited edition tyre will be available in select 15 inch rim size from Apollo's existing Alnac 4G range. The tyre has a modern and sporty tread pattern that is designed for superior handling in wet and dry conditions; shorter braking distance and low noise.

Designed and developed at Apollo Tyres' Global R&D Centre in Enschede, The Netherlands, Apollo– Manchester United tyres easily and precisely respond to any unexpected steering corrections, providing maximum driving safety. The unique mix of raw materials ensures maximum traction and shorter braking distances on wet and dry surfaces. These tyres, which have been extensively tested by leading independent test agencies such as IDIADA, Spain and ATP Papenburg, Germany, demonstrating excellent results, are already available in the United Kingdom, Thailand and India.

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About Apollo Tyres Ltd

Apollo Tyres Ltd is an international tyre manufacturer and the leading tyre brand in India. The company has manufacturing units in India and The Netherlands. It is setting up a new manufacturing facility in Hungary, with a planned investment of €475 million. The company markets its products under its two global brands – Apollo and Vredestein, and its products are available in over 100 countries through a vast network of branded, exclusive and multi-product outlets.

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