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Apollo Tyres moving to dominance in the truck-bus radial segment in India

Introduces a new range of category leading products

India's leading tyre major, Apollo Tyres unveiled its strategy to move from leadership to dominance in the fast growing truck-bus radial (TBR) segment. While the company is already in the process of doubling its truck-bus radial capacity in the Chennai facility, it introduced a new range of technologically superior truck-bus radial tyres. The new products Apollo EnduRace RD HD, Apollo EnduMile LHD and Apollo EnduComfort CA were unveiled in the presence of company's countrywide large Fleet Operators, Business Partners, The Great Khali, power lifter and wrestler, and Milind Soman, winner of Ironman title and fitness enthusiast.

Speaking at the launch event, **Satish Sharma, President, Asia Pacific, Middle East and Africa (APMEA), Apollo Tyres Ltd**, said "This product introduction is part of our overall strategy to dominate the truck-bus radial category in India. Despite being a late entrant into the TBR category, our technologically superior products with a 360 degree service back-up, has helped us in achieving the leadership position very quickly in this segment. Our TBR journey is getting a booster dose with the improving road infrastructure across the country, which would take the radialisation levels to 65% and above in the commercial vehicle segment in the next 4-5 years."

Designed and developed at the company's Global R&D Centre, Asia in Chennai, this new range of TBRs have been extensively tested in the target markets across the country with some excellent results. With the increased capacity of truck-bus radials from the Chennai unit kicking-in sometime in the 3rd quarter of this fiscal, the company is fully geared-up to meet the increased demand from the replacement market, OEs and exports.

About the new range

Apollo EnduMile LHD: This long haul drive tyre is suitable for high speed operations and provides over 20% superior mileage than its predecessor. The ventilated block design supports heat dissipation for cooler running and the ACTO casing design (Apollo Cord Tension Optimised) makes the tyre more durable supporting multiple retreads. The superior mileage compound and the optimised contact pressure ensures longer life of the tyre.

Apollo EnduRace RD HD: This regional drive tyre with ACTO (Apollo Cord Tension Optimised) Casing is reinforced with 25% higher strength in the Belt & Body Ply. With stronger sidewalls too, this tyre is most suited for heavy-duty applications. The open and wide tread design helps heat dissipation resulting in faster turnaround. The hexagonal tread block design with tie-bars provides higher resistance to irregular wear.

Apollo EnduComfort CA: This all-wheel pattern tyre is specially designed for luxury coaches. The optimised contact pressure and balanced rubber mass distribution with new age compound provides excellent handling (comfort) and mileage. The special tread design reduces in-cabin noise too.

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About Apollo Tyres Ltd

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

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