

Hyundai Alcazar launched on Apollo Apterra Cross tyres

Will pave the way for Apollo Tyres in the fast-growing CSUV category

June 24, 2021: Hyundai Alcazar was launched recently on Apollo Apterra Cross tyres. Within few months of its launch, Apollo Apterra Cross was chosen as the standard fitment tyre for the Hyundai Alcazar in 18-inch tyre size. This is also the first OE fitment approval received for Apterra Cross tyres, which was launched in March this year.

Apollo Apterra Cross, which is the first dedicated range of tyres catering to the (C)SUV segment, is an outcome of an in-depth research of the exact usage patterns of (C)SUV owners/drivers. The Apterra Cross performs brilliantly under all conditions – from the quietest and most comfortable ride to the extra durability that ensures no compromises even when travelling through bad patches of roads.

Commenting on this, **Satish Sharma, President, Asia Pacific, Middle East and Africa (APMEA), Apollo Tyres Ltd** said “This OE approval within few months of launch of Apollo Apterra Cross vindicates our two years of efforts to test, tune and perfect each and every aspect of this product. Such OE endorsements for Apterra Cross tyres will pave the way for us to lead in this fast-growing market segment of C-SUVs.”

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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 multiple manufacturing units in India and a unit each in The Netherlands and Hungary. 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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