

## **Apollo Alnac 4G tyres chosen as OE fitment to Tata Punch**

### ***Company expanding its presence in the CSUV space***

October 19, 2021: Apollo Alnac 4G tyres were chosen as the OE fitment for Tata Motors newly launched mini SUV, Punch. While, Apollo Tyres would be the exclusive suppliers to Tata Motors, for the top end models of Punch, in the tyre size 195/60 R16, it would also be OE fitted in the mid and lower end models of this mini SUV, in the size 185/70 R15.

With several new vehicles being launched with Apollo Alnac 4G tyres as the OE fitment, it has emerged as the most preferred choice for passenger vehicle OEMs.

Apollo Alnac 4G tyres, which has been customised to meet the requirements of the OEM, easily and precisely responds to any unexpected steering corrections, providing maximum driving safety. The unique mix of compound ensures maximum traction and shorter braking distances on wet and dry surfaces. These tyres, with a modern and sporty tread pattern, have been extensively tested at leading global test tracks such as IDIADA, Spain and ATP Papenburg, Germany, demonstrating excellent results.

Commenting on this, **Satish Sharma, President, Asia Pacific, Middle East and Africa (APMEA), Apollo Tyres Ltd** said "I would like to compliment our R&D, Plant Technology, Quality, Marketing and SCM Teams for the upward trajectory of our products getting approved by reputed OEMs. With several products in our portfolio, especially for the compact SUVs, which is the fastest growing segment in India, we are clearly looking at dominating this segment."

Considering the aggressive pricing and strong build quality of this mini SUV, the top end models of Tata Punch, where Apollo Tyres is the exclusive supplier, is expected to get maximum traction with Indian consumers.

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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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