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Apollo Abhimanyu, a breakthrough product in cross-ply technology, introduced

Launched after 2.5 million kms of testing

To further strengthen its leadership position in India, especially in the commercial vehicle (CV) segment, Apollo Tyres has introduced a breakthrough product in cross-ply technology. The launch of Apollo Abhimanyu, a cross-ply rib tyre for steer axles in CVs, will help the company capitalise on the upsurge in the cross-ply industry in recent months in India, and radialisation on steer axles still being at lower levels compared to drive axles. This rib tyre has been launched basis the customers' feedback, and many man hours of research and development to perfect the product to deliver the best performance to the end consumers across applications.

Before the launch, Apollo Abhimanyu has been tested for more than 2.5 million kilometres, both at the company's indoor testing facilities, as well as, in real time conditions across all applications. Designed and developed at Apollo Tyres Global R&D Centre Asia, in Chennai, this tyre is currently being produced at the company's manufacturing unit in Perambra, Kerala. The company intends to create a new benchmark in performance with Apollo Abhimanyu in the steer tyre space, where the radialisation is still to catch-up, and bias tyres still account for over 60% of the overall steer tyre category.

Apollo Abhimanyu is a quantum leap in cross-ply technology, made possible by host of innovations on the product design and compound technology. The company promises to deliver 15% better Initial Tread Mileage (ITM) to ensure the maximum profitability for the customers, while the heat ageing resistant casing with HEART platform ensures best in class durability, retreadability and casing value. These tyres are best suited for carrying rated to moderate loads and fitment on steer axles in the Regional Cargo, Tippers, PMST applications and on all positions in passenger buses.

Commenting on the launch, **Satish Sharma, President, Asia Pacific, Middle East & Africa (APMEA), Apollo Tyres Ltd** said "The steer position is the most critical on any commercial vehicle, and the tyre used on its steer axle position demands highest design precision and manufacturing controls. To continue our leadership position in the CV segment and create a benchmark in the cross-ply category, even when the radialisation is happening at a fast pace, it is important for us to have such differentiating products."

The optimised tread compound of Apollo Abhimanyu with higher wear resistance and better distribution of rubber at wearing zones, along with innovative cavity design that ensures uniform pressure distribution across footprint provides maximum mileage. Abhimanyu tyres have a robust casing due to the specially designed carcass architecture which provides better sidewall stiffness, the new generation off-shoulder design improves heat dissipation and reduces stress marks, thereby keeping the carcass cooler and safer in these tyres. The tread cap compound is 10% cooler than other tyres for faster and longer distances.

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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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