

Apollo Tyres launches EnduRace RA^T, an all-wheel fitment truck-bus radial tyre

Company hopes to further extend its lead in the Indian TBR space

October 12, 2021: Considering the increased demand for the commercial vehicles post the pandemic, and the increasing radialisation, even on steer axles, Apollo Tyres Ltd, the leading tyre manufacturer, launched Apollo EnduRace RA^T, an all-wheel fitment radial tyre for commercial vehicles.

With the continuing demand for all wheel fitment tyres in the market, along with the new axle load requirements, there is a higher expectation of even wear and overall initial tread mileage (ITM) from all tyres. These inputs from the customers, along with the company's expertise in truck-bus radial (TBR) technology, led to the development and launch of Apollo EnduRace RA^T.

Produced at company's state-of-the-art facility in Chennai, these tyres have been tested extensively, both inhouse and in real world applications with the end users, before the launch. Apollo EnduRace RA^T will cater to the 80,000 per month market of all-wheel fitment truck-bus radial tyres in India.

Commenting on the launch, **Satish Sharma, President, Asia Pacific, Middle East & Africa (APMEA), Apollo Tyres Ltd** said "With the changing industry dynamics and customer expectations from all wheel segment, we have further improved our offering with EnduRace RA^T. We are confident of extending our lead in the TBR segment in India with this new benchmark in performance tyres."

Recommended for moderate load applications in all wheel fitment position, EnduRace RA^T is proven to offer 20% higher ITM and even wear pattern throughout the life of the tyre. The robust casing with higher bead and belt durability provides best-in-class load carrying capability and retreadability. These tyres also have class leading advantage of fuel efficiency with 10% lower rolling resistance.

Apollo Tyres enjoys clear leadership in the commercial vehicle segment in India, with a market share of 32% (OE + Replacement), as per internal estimates.

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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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