

Apollo Vredestein launches full product offensive in North America

All products designed and developed specifically for the North American market

- **Vredestein, a respected European brand with 111 years of history arrives in North America**
- **Comprehensive line-up of new tyres designed and developed specifically for North American roads and drivers**
- **Close attention to North American geography and climate informed product development path**
- **Most complete line-up of ultra-high performance tyres**
- **New entrants in all-season, all-weather, winter and pick-up truck/all-terrain segments**

Atlanta, Georgia: Vredestein, founded in 1909, and now owned by Indian tyre major Apollo Tyres Ltd, boasts a rich 111-year history of innovation and product development, and has established itself as one of Europe's highly regarded premium tyre brands.

In the US and Canada however, Vredestein is relatively unknown. That changes, with Vredestein launching a comprehensive brand offensive backed by a full range of new tyre lines explicitly designed for and developed in North America.

This launch, marks the culmination of a \$30 million research and development effort. The result is the most complete line of ultra-high performance tyres for North America's diverse geography and regional climates, an all new high-performance tyre line aimed at some of the most popular mainstream vehicle segments in the region, and Vredestein's first ever dedicated pick-up truck and SUV tyre.

"We learned that today's drivers place a greater premium on tyre performance versatility than ever before," said **Abhishek Bisht, Assistant Vice President for Americas, Apollo Tyres Ltd.** "In North America, we found that the customers want, and expect to feel supreme confidence across the wide range of road surfaces, conditions and climates they are likely to encounter during their travels".

"Our global expertise, combined with a local focus on the North American market, has delivered a complete market-tailored tyre line-up, that we believe sets new standards across a full range of usage scenarios," added Bisht.

The new Vredestein line-up, while developed in and for North America, maintains Apollo Vredestein's distinct European identity. Every tyre is beautifully designed, boasting a unique visual signature that makes each tyre in the line-up stand out from the next. These deliberate design choices immediately communicate the performance edge that each tyre was meticulously engineered to deliver.

The range of Vredestein's passenger tyres either available today, or coming soon to tyre retailers across North America, is as follows:

HYPERTAC: Vredestein's all new all-season ultra-high performance (UHP) tyre is designed to offer superb performance on both wet and dry surfaces for drivers of premium sport sedans, coupes and SUVs

QUATRAC PRO: Vredestein's innovative UHP all-weather tyre offers drivers a single solution that delivers excellent performance for cars and crossovers year-round, including the challenging winter months that many drivers in this market experience

WINTRAC PRO: Vredestein's dedicated winter UHP tyre is developed for drivers who do not want to compromise on performance and handling, even in the harshest, coldest and snowiest winter climates

ULTRAC VORTI: Vredestein's flagship summer ultra-high performance tyre is the ultimate enthusiast's choice, designed by Giugiaro and developed for the world's greatest sports cars and supercars to unlock their maximum dynamic potential

HITRAC: Vredestein's all new high-performance all-season tyre is designed to invigorate the daily drive experience and unlock the full potential of North America's most popular mainstream sedans and crossovers while maintaining the quiet and comfort that makes the daily commute more pleasant

PINZA: Vredestein's first-ever dedicated pick-up truck and SUV tyre line, launching in early 2021, is engineered to deliver the off-road capability expected of a premium all-terrain tyre without the sacrifices many drivers are forced to accept as a trade-off. When it transitions from the trail to paved surfaces, Pinza offers unparalleled comfort and quiet operation, as well as excellent performance in wet and winter weather

The full line-up is presented in detail in Vredestein's North American brand-launch film, which can be viewed here: <https://www.youtube.com/watch?v=WPGGCXmWfjI&feature=youtu.be>

"We are as crazy as it sounds, a new kid on the block, with 111-year old lineage," said Bisht. "We have a diverse and critically acclaimed tyre line-up that's poised to make an immediate impact and resonate with North American drivers. We are excited to share our rich and continually evolving brand story with them. It's a century in the making, and yet, it's just a beginning."

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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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