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Apollo Tyres introduces XT-100HD for commercial vehicles

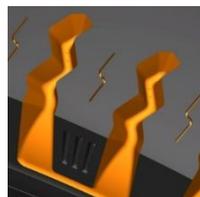
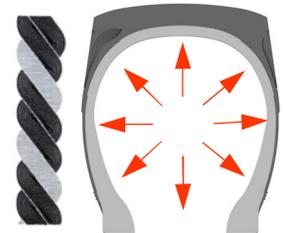
Most advanced cross ply lug tyre; set to be the new benchmark in performance

Apollo Tyres, a clear leader in the commercial vehicle tyre space in India, today introduced the XT-100HD, the most advanced cross ply lug tyre that offers the best of both, load carrying capacity and mileage, while ensuring the most durable casing in the industry. This product has been introduced for the Indian market on popular demand from the customers and business partners, who were already using/ selling the company's best-in-class mileage tyres and the ones with the highest load carrying capacity in the cross-ply segment.

The replacement market in India is still going strong on cross ply tyres, with almost a 50:50 split between radial and cross ply, Apollo Tyres has introduced this technologically advanced product to carry moderate loads in regional haulage and mixed applications in the drive position. Being produced at company's facility in Vadodara, Gujarat, these tyres have been extensively tested on customers' vehicles in Madhya Pradesh, Rajasthan, Andhra Pradesh. The performance of XT-100HD, in these road tests, have been far superior to the key competition in this segment.

Commenting on launch of the new product, **Satish Sharma, President, Asia Pacific, Middle East & Africa (APMEA), Apollo Tyres Ltd**, said, "Apollo holds a leading market position in both drive and steer axle tyres, with many products leading in different segments. With the introduction of XT-100HD in truck-bus cross ply lug design category, we are confident of setting a new benchmark in performance in the load and mileage segment. To continue with our leadership in the commercial vehicle segment, it is important for us to have such differentiating products, which is compliant with the revised axle load norms as well in India."

The tyre comes with a heavy-duty casing with a new high strength nylon fabric that offers the best in class load carrying capacity. The durability of the casing has also been enhanced with the new heat ageing resistant compound and tyre cavity (HEART) technology, which ensures cooler running of tyres and withstands all applications, offering the best residual casing for retreadability.



The tread has been designed using the company's in-house Modular Matrix Tread (MMT) technology, with reinforced compounds and high tread rubber mass, that delivers the highest mileage in its segment.

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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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