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## Apollo introduces Apterra Cross tyres

### First dedicated range of tyres for the fast growing compact SUV segment in India

After two years of extensive testing, tuning and painstakingly perfecting each and every small detail, Apollo Tyres today introduced Apterra Cross tyres for the fast-growing Compact SUV (CSUV) segment in India. This is the first dedicated range of tyres that caters to the CSUV segment, the hottest selling segment of the decade, in the Indian automotive industry.

As per estimates, the CSUV tyre market in India, currently, is around 400,000 tyres per month, and is soon expected to get doubled. The Apterra Cross tyres is an outcome of an in-depth research to understand the exact usage patterns of CSUV owners/drivers, basis which the team at Apollo Tyres Global R&D Centre Asia, in Chennai, designed and developed the new tyres. Being produced at the company's state-of-the-art unit in Oragadam, Tamil Nadu, the new range of tyres is being launched in India as of now, with plans to introduce in the ASEAN and SAARC markets later.

The Apterra Cross with its aggressive design, is by far the best-looking tyre in the market for CSUVs and performs brilliantly under all conditions. From the quietest and most comfortable ride, to extra durability that ensures no compromises even when travelling through bad patches of roads, these tyres are a perfect combination of both comfort and style.

Commenting on the launch, **Satish Sharma, President, Asia Pacific, Middle East & Africa (APMEA), Apollo Tyres Ltd** said "The rise of the Compact SUV segment, priced affordably, has reinvigorated the dream of owning an SUV in the Indian market, and we being the segment creators in the tyre space, are looking at leveraging on this opportunity with a dedicated range of tyres for this growing segment. We have the first mover advantage with Apollo Apterra Cross, and we are targeting at a leadership position in this segment."

The Apterra Cross has twin steel belt, with JCP protection, for high puncture resistance, while the high abrasion resistant multi polymer blend used for the tread, ensures longer tyre life. The rounder contact patches provide maximum ride comfort, which has been specially tuned for better compression during impact, basis advanced simulation techniques, also ensuring low noise generation. While the block-based design with connected shoulder blocks ensures high level of road grip, the balanced stiffness of tread blocks in lateral and longitudinal direction provides the best-in-class handling and braking performance.

The sizes being introduced, are:

- 215/60 R16 (Vitara Brezza, Nexon, Venue, Sonet)
- 215/60 R17 (Creta, Seltos, Captur, Kicks, Hector)
- 215/65 R16 (Duster, Terrano, Nuvosport)
- 205/60 R16 (Ecosport, S-cross)
- 205/65 R16 (Creta, Seltos, XUV300)

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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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