

Gurgaon, Haryana, India, January 25, 2010

Between 250 and 315 people die every day in road accidents across India*



How many are because 75% of India rides on incorrect tyre pressure?

Winter sees the highest number of road accidents. Fog, cold, roadside revelry and of course drinking and driving are the major causes. May be it's time to add a new cause -- incorrect tyre pressure! While it is difficult to put a precise figure to exactly how many accidents on Indian roads are directly due to incorrect tyre pressure; with under or over-inflated tyres on passenger vehicles being a norm in India, the correlation is probably very high! Over-inflated tyres decrease braking efficiency and are prone to bursts at high speeds resulting in collisions. Under-inflated or deflated tyres have poor vehicle handling leading to accidents due to lack of control.

Says **Satish Sharma, Chief, India Operations, Apollo Tyres Ltd:** "Our most recent all-India survey has some very scary figures on something as simple as tyre pressure. The level of apathy and ignorance amongst Indian drivers could easily be the leading cause of accidents on our roads. The alarming numbers have forced us to go public with this data. Going forward, every year we will be sharing similar data, and are stepping up our work under the **Apollo Safe Drive** initiative to further raise awareness."

Apollo Safe Drive was begun in 2006 to educate and create awareness on the benefits of proper tyre care among passenger car and commercial vehicle users. So far **Apollo Safe Drive** has conducted over 626 campaigns across India with direct contact with nearly 85,000 customers.

A six-month survey of 36,000 tyres, on 9,000 passenger vehicles across India's 50 largest cities reveal:

- Only **22%** of the cars surveyed had tyres with the **OE recommended inflation**
- Almost **44%** of the car tyres were **over-inflated**
- The remaining **34%** were **under-inflated**

Apart from running a higher risk of accidents due to loss of control, improper air pressure also leads to tyre damage, requiring faster replacement. Additionally, under-inflated tyres have increased rolling resistance, requiring more fuel to maintain the same speed -- adversely affecting fuel efficiency!

This data was collected from a cross-section of the personal vehicle driving population in housing societies, petrol pumps, corporate houses and highways during morning or evening hours, when the tyres were cold and therefore showed the correct inflation. The Transportation Research & Injury Prevention Programme in IIT-Delhi, estimates that deaths due to road accidents in India is rising by 8% every year and costs the nation 3% of India's GDP.

* *Source: National Crime Records Bureau or NCRB (ends)*

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About Apollo Tyres Ltd

Apollo Tyres Ltd is a high-performance company and the leading Indian tyre manufacturer. It is built around the core principles of creating stakeholder value through reliability in its products and dependability in its relationships. The company has three manufacturing units in India, four in Southern Africa and one in the Netherlands, with a greenfield facility currently underway in Chennai, India. Apollo's subsidiary companies are Apollo Tyres South Africa Pty Ltd (previously known as Dunlop Tyres) and Apollo Vredestein BV in the Netherlands. India, South Africa and Europe are the company's three domestic markets from where products are exported to over 70 countries. In each of the domestic markets the company operates through a vast network of branded, exclusive and multi-product outlets.

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