

Gurgaon, Haryana, India, September 15, 2009

Mitsubishi India becomes OE partner to Apollo Tyres

The popular Pajero sports vehicle now rides on Apollo Hawkz AT

Mitsubishi's Pajero in India will now come shod on Apollo's premium 4x4 tyres -- the **Hawkz AT** (265/70R15) or the All Terrain version of the Hawkz range of tyres. A Pajero fitted with the Hawkz AT, makes it suitable for driving in all road conditions -- intra-city, highway and off-road, delivering on performance, comfort, low noise, safety and superior steerability.

The Hawkz range is available in five applications. The HL for highway luxury, AT for all terrain, HT for highway terrain, RT for rough terrain and RTs for off-road maximum traction. An off-road winter version is also available in the **Hawkz Ice**. Apollo's Hawkz is already a standard fitment for a number of Indian utility vehicle manufacturers.

Satish Sharma, Chief, India Operations, Apollo Tyres Ltd, said, "Our partnership with Mitsubishi for its Pajero is as much about a product fit, as a personality match. Much like the Hawkz, Pajero has a global appeal because of its performance and customer connect. This is a beginning for both of us, and going forward we are looking to work closely with Mitsubishi India."

Named after the South American wild cat *leopardus pajeros*, Pajero was launched in India in 2002 and has completed 25 years of production globally. As a sports utility vehicle it has the singular distinction of having won the Paris Dakar Rally more times than any other vehicle. Apollo Tyres is proud to be associated with this powerful vehicle.

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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 four manufacturing units in India, four in Southern Africa and one in the Netherlands. 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.

Corporate Headquarters

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