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Essen, Germany, June 1, 2010

## Apollo showcases its select passenger range at Reifen Chairman inaugurates pavilion as the company enters a new market

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**Onkar S Kanwar, Chairman, Apollo Tyres Ltd**, today inaugurated the Apollo pavilion in Hall 3 Stall 211, at Reifen 2010, Essen, Germany, in the presence of the company's European sales team. This is the first time that the company is participating in Europe's largest tyre show.

The Apollo space has been constructed keeping in mind the various brands and special attributes that the company brings to European customers. Leading the range are the passenger vehicle tyres from Apollo that are being introduced into Europe. These are the **Amazer 3G Maxx**, **Acelere**, **Aspire** and **Hawkz**, along with the **Acelere Winter** and **Hawkz Winter**. Also housed are the **Vredestein** and **Maloya** brands. A key feature of the Vredestein range is the new generation **Nextreme** range of Winter tyres that have just been introduced into the market.

**Onkar S Kanwar, Chairman, Apollo Tyres**, said: "In this global world, there are two things very critical to business. One is to nurture people and the other to build brands. Both need to be done seamlessly across geographies. For us in Apollo, this is the beginning of a new and exciting journey. What is most heartening is the fact that we have with us a small but synergistic range of tyres and tyre brands, enabling us to cater to varying customer needs. More importantly, we have a team of high calibre sales and marketing people, and a much valued and enthusiastic retail network. Very few new brands have this advantage that we today enjoy."

Present alongside the Chairman was **Managing Director Neeraj Kanwar**, the top management team from Apollo Tyres, CEOs from each of the 3 key geographies and **Ajit Kumar, Consul General at the Embassy of India in Frankfurt**.

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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.

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