
Gurgaon, Haryana, India, July 18, 2011

A page-turner for the aspiring and arrived road junkie

Driving Off The Map opens up the world of utility vehicles

Young or old, male or female, if asked 'What vehicle would you like to drive?' increasingly an overwhelming majority name an utility vehicle -- sports, multi or crossover is irrelevant to the individual, most just like to call it a 4x4, even when it isn't one! This is one vehicle segment that knows no age gap, and has been a perennial favourite of the young and the young at heart -- looking to rev up a powerful engine and drive off into the sunset.

India's no different, especially given the reality of higher disposable incomes and the resultant boom in personal vehicle ownership. Utility vehicles already comprise 25% of all personal vehicles sold in the country. And while the annual growth in passenger car sales is averaging around the 15% mark, utility vehicles are already setting the pace at 17%, and expected to accelerate to 22% in the next year or so.

It is with a desire to connect and cater to the information needs of this growing tribe of adventure seeking drivers that Apollo Tyres has brought out *Driving Off The Map: The World of 4x4*. A premium coffee table edition which takes the wanderlusts into the world of utility vehicles.

As Neeraj Kanwar, Vice Chairman & Managing Director, Apollo Tyres Ltd, puts it in his foreword: "Imagine an open road. A rocky uphill drive. A cluster of sand dunes. All silently inspiring you to take on the challenge, hit the road, burn some rubber and live some more." In short, it's time to go the distance and get a taste of true adventure!

Driving Off The Map brings into the comfort of ones home, all that the potential sports utility vehicle owner ever wanted to know, but didn't have the energy to "google" it up piecemeal. The book takes the reader through the evolution of the modern day utility vehicle to the technology that goes into making it; the true Classics in the genre; to what makes the small tribe of passionate 4x4er tick.

The book also includes useful information on all that one needs to get an optimum ride out of ones vehicle. From the nuances of different driving techniques used to negotiate varying terrain conditions, to handy accessories to give a vehicle a real "oomph" factor; a checklist of items needed for a camping trip and of course the kind of tyres appropriate for different terrains.

Yes, tyres! Though a short chapter, it forms a critical item in any utility vehicle. The tyres not only add to the overall look and feel of the car but also play that very critical role in ensuring driving success.

As a manufacturer of tyres for this segment, the complete Hawkz range from real off-roading to highway drives, including a Hawkz Winter for snow conditions, Apollo's attempt through *Driving Off The Map* has been to bring to the aspirant an easy reference compilation on the world of utility vehicles.

The book is available in all major bookstore chains across India and has been produced in collaboration with Autocar India. For those looking for a preview or to order online, please visit <http://www.apollotyres.com/drivingoffthemap/>.

Additional Facts for India

In the tyre domain for utility vehicles, Apollo currently has around 25% of the total OEM market share with the Hawkz range, catering to all the major India-based manufacturers like Mahindra & Mahindra, Tata Motors and Mitsubishi Pajero. For Apollo Tyres Ltd, this segment has grown at a CAGR of 25%, while the demand for the Hawkz range is currently growing year-on-year at a 30%+ rate.

An early release of the book online, has already received nearly 1500 bookings, with demands for utility vehicle related information and activities. An online experiential platform has been launched by Apollo on Facebook seeking customer experiences on various aspects of owning a utility vehicle.

In India this segment has undergone a sea change in a short period of time. A quick timeline:

1980s The Decade of "jeeps": This was dominated by the Mahindra Commando and the Maruti Gypsy -- vehicles which continue to enjoy an iconic value in India for their rugged look, feel and drive.

1990s The Decade of Multi Utility Vehicles: Dominated by the Tata Sumo, and the entry of the Toyota Qualis and the Chevrolet Tavera.

2000 The Decade of Sport Utility Vehicles: Dominated by the Tata Safari and the Mahindra Scorpio with the advent of the Mitsubishi Pajero and Ford Endeavour.

2010 The Crossovers: They are here in all shapes and sizes from the Chevrolet Captiva to the Honda CRV, BMW X5 and more. They bring with them the best of all worlds in a 4x4!

Simultaneously, tyre manufacturers too have had to evolve in range, construction and technology used to keep up with the needs of the new generation of cars, suspensions, horsepower and the demands of the urban enthusiastic some-time off-roader. As a result the Hawkz, launched in 2005, now encompasses a complete range that caters to highway drives, all terrain drives, rough terrain drives and snow and ice. The Hawkz range is now sold in Europe, including the Hawkz Winter.

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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

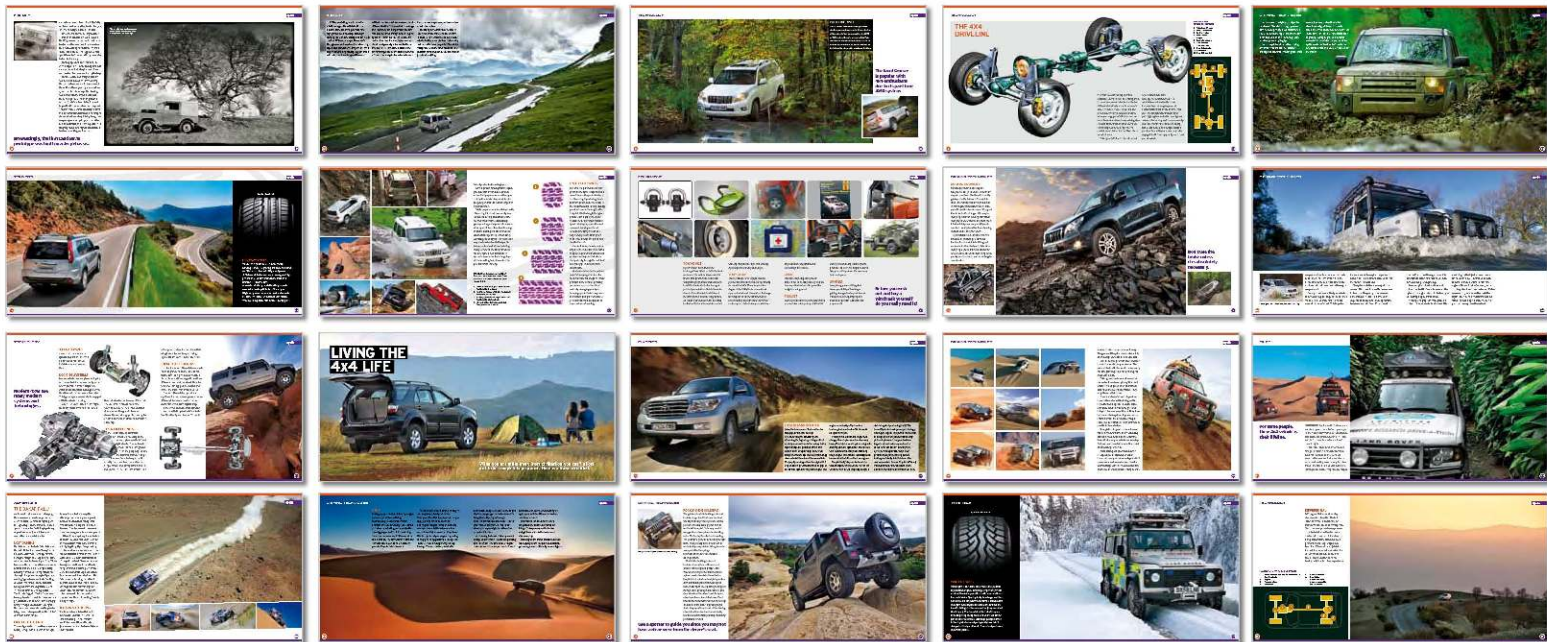
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DRIVING OFF THE MAP

THE WORLD OF 4X4

An initiative by **apollo** | Apollo Tyres Ltd.



APOLLO TYRES AND Autocar India bring you the definitive book on 4x4s, 'Driving off the Map'. A collector's item, 'Driving off the Map' is dedicated to hardcore auto enthusiasts who love to steer off the asphalt and make their own road. This 144-page hard-bound coffee table

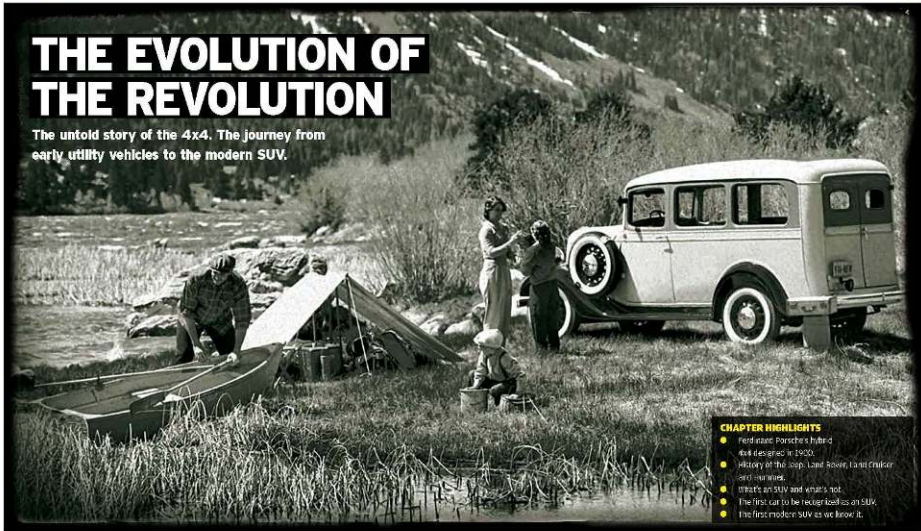
book is printed on the finest paper to showcase the fascinating world of off-roaders.

'Driving off the Map' explores the history of 4x4, explains the technology that makes a 4x4 a 4x4, shares practical suggestions and tips along with the driving techniques needed to tackle

different terrain. This is a collector's item with a limited print run.

THE EVOLUTION OF THE REVOLUTION

The untold story of the 4x4. The journey from early utility vehicles to the modern SUV.



CHAPTER HIGHLIGHTS

- Ferdinand Porsche's hybrid 4x4 designed in 1900.
- History of the Jeep, Land Rover, Land Cruiser and Hummer.
- What's an SUV and what's not.
- The first car to be recognized as an SUV.
- The first modern SUV as we know it.

THE ABC OF 4WD



What makes a 4WD system? We look at the various technologies used to power all four wheels.

CHAPTER HIGHLIGHTS

- What is a 4x4.
- Different 4WD systems.
- Difference between 2x4 and 4WD drive.
- Different kinds of differentials and suspensions.
- The importance of traction and torque.

TREAD CAREFULLY

The most important part in your vehicle is your tyre. How much do you know about it?

CHAPTER HIGHLIGHTS

- The importance of tyres.
- What to look for in tyres.
- Different types of tyres.
- Tips on off-road tyres.
- How tyre footprints work for you.

BEEFING UP

Accessories and equipment that will add muscle to your 4x4 experience.

CHAPTER HIGHLIGHTS

- Essential equipment for your 4x4
- The so-called 'grip'
- Chains are not just for trucks
- Do you really need a roof rack?
- Water: the ultimate ally



TERRAIN TECHNIQUES

Different terrains call for different driving techniques. Here are the basics.

CHAPTER HIGHLIGHTS

How to tackle different terrains:

- Hills.
- Rocks and boulders.
- Water.
- Mud.
- Sand.
- Snow and ice.



LIVING LEGENDS

Five legendary 4x4s that have made their mark in the annals of history.

CHAPTER HIGHLIGHTS

- Jeep.
- Land Rover.
- Hummer.
- Land Cruiser.
- Pajero.



GUTS AND GLORY

Some of the toughest events on the planet that call for a different kind of man and an extreme kind of machine.

CHAPTER HIGHLIGHTS

- O'Jre - Beyond the Edge Expedition.
- Dakar Rally.
- Transylvania Adventure Trophy.



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