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Harderwijk (NL), January 29, 2011

## Apollo Tyres ties-up with Kwik-Fit car service centres

### Apollo set to become a Kwik-Fit house brand for The Netherlands

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Apollo Tyres Ltd, the largest tyre manufacturer in India, today tied-up with Kwik-Fit to sell the Apollo brand of tyres through their 180 Kwik-Fit car service centres across The Netherlands. Kwik-Fit will sell the entire summer and winter range of passenger car and 4x4 tyres from Apollo.

Apollo is a global brand of tyres produced in India, Europe and South Africa, fine tuned at the best testing grounds in Europe and catering to some of the most prominent OEMs in the world. Apollo's products, apart from meeting all European regulations, are an ideal combination of safety, comfort and performance.

The Kwik-Fit Group, with its headquarters in United Kingdom, is the largest independent automotive parts, repair and replacement specialists in Europe and one of the largest in the world. With close to 2000 service outlets across Europe, it services over 7.5 million motorists every year across Europe. As a market leader in passenger car tyres, Kwik-Fit houses various leading brands. Commenting on this tie-up **Martin Post, General Director, Kwik-Fit** said, "Apollo is a trendy brand that suits the character of Kwik-Fit. We very much look forward to offering our customers quality tyres from Apollo."

Speaking on the occasion, **Rob Oudshoorn, CEO, Apollo Vredestein B V**, said "Kwik-Fit is a recognised tyre specialist in Europe and naturally we are happy to be associated with their vast network. We believe that our mutually beneficial alliance with Kwik-Fit in Holland will enable us to reach out to more customers, introducing them to the joy of using an Apollo product. Brand Apollo, which had entered the European market in June 2010, is currently available in The Netherlands, Germany, the United Kingdom and Italy, even as we consider spreading ourselves to newer geographies. An alliance like this will only make us that much more nimble footed."

Apollo Tyres, with its headquarters in the National Capital Region of India, made its foray into the European market in May 2009, when it acquired the premium Dutch tyre manufacturer Vredestein Banden B V (since renamed Apollo Vredestein B V). Earlier in 2006, Apollo had acquired Dunlop Tyres International in South Africa (since renamed Apollo Tyres South Africa Pty Ltd). The company employs over 13000 people and has a global production capacity of 1500 tonnes per day from its 9 manufacturing facilities in India, South Africa and Europe.

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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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