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Apollo Tyres launches refreshed website

Reflects new corporate identity – vibrant, young and ambitious

Apollo Tyres launched its new corporate identity across operations in the first quarter of 2009. Now it's the turn of its website to don the new look and colours. Moving away from the earlier usage of black and red to the vibrancy of purple and orange, moderated by shades of grey. Colours and usage, which no other tyre company has, and only a few companies across the world dare to incorporate. The colours have allowed Apollo to bring to the fore its internal reality of youthfulness and dynamism.

The new website (www.apollotyres.com), attempts to live up to these virtues, introducing contests and “fun” elements for the surfer in sections called Fun Wheeling and Contest Corner. A special section called Motor Marks (under the India country site), primarily for motoring buffs, captures properties Apollo Tyres has built with various automotive publications in India. The Contest Corner now has a photography contest for both amateurs and professionals focusing on the “Joy of Motoring”. Entries are welcome from all till September 2009.

Structurally, the website has five distinct blocks, namely, Corporate, India, South Africa, Europe and Other Markets. The Corporate section carries content related to Apollo Tyres Ltd as an organisation. And includes information for key stakeholders like Media and Investors. Other Markets is tailored to the needs of Apollo's customers beyond the three domestic markets. The Country Operation sites are being developed as customer-focussed sites, concentrating on specific activities in each geography.

A key requirement that was kept in mind was ease of navigation to enable any information to be accessed with a maximum of three clicks and that most information should be easily downloadable, including company logos, biographies and photographs of management and financial trends.

According to Alexa web ranking, among global tyre companies, www.apollotyres.com ranks as the 4th most frequented site in the world.



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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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