

Dr Luis C Ceneviz

Chief Executive Officer
Apollo Tyres South Africa (Pty) Ltd



In his capacity as CEO, Apollo Tyres South Africa, Dr Ceneviz is responsible for the Company's Africa operations, which includes manufacturing and sales across the continent. He has diverse and rich experience of over 30 years in lean manufacturing, process engineering, organisational development and operations -- spanning Asia, Australia and South America. Dr Ceneviz's hands-on leadership approach has resulted in significant improvements in productivity, quality and customer service in the last few years.

Prior to his assignment at Apollo Tyres, he worked with Goodyear Australia/ New Zealand as their Chief Executive for the region. Luis has also served as the Chairman & Managing Director, Goodyear India and as President, Goodyear Colombia. During his time in India, he was associated with many industry organisations, including Automotive Tyre Manufacturers' Association (ATMA) where he served a term as the Vice Chairman.

Luis has been the driving force behind rejuvenating the manufacturing capability in South Africa, as well as, in company's growth strategy for Africa and Latin America.

Dr Ceneviz is a qualified engineer with qualifications in production management and industrial engineering. His further academic qualifications include two MBA's from Ecole des Ponts et Chaussées de Paris and a PhD in Management from the Indian Institute of Technology, New Delhi.

A soft-spoken and jovial person, Luis has a very collaborative leadership style and welcomes high level of involvement from his team.

About Apollo Tyres South Africa (Pty) Ltd

Apollo Tyres South Africa (ATSA) is a subsidiary of Apollo Tyres Ltd, a multinational tyre manufacturer with India, South Africa and Netherlands as its manufacturing locations. Headquartered out of Durban, South Africa, ATSA manufactures and sells high performance tyres for every motoring application. Dunlop is the foremost brand sold in 32 African countries. The company also has manufacturing facilities and distribution network in Zimbabwe. Apart from Dunlop brand, company manufactures and sells Apollo, Vredestein, Kaizen, Maloya and Regal brand of tyres.

265 Sydney Road Congella, PO Box 925
Durban 4000, KwaZulu Natal, South Africa
W: apolloytyres.com
T: +27 31 242 1111

As on January 1, 2012