

ROB OUDSHOORN

CEO, Apollo Vredestein BV



Rob Oudshoorn has played a critical role in guiding Vredestein's journey towards becoming one of the most coveted automotive tyre brands in Europe. Having joined Vredestein in 1994 in his current position, Oudshoorn was largely responsible for initiating key strategic changes – both structural and procedural – which catapulted the organisation and the Vredestein brand to its present stature.

A law graduate from the University of Leiden, Rob Oudshoorn also holds a Masters in Business Administration. Rob began his career in real estate development before joining Michelin in 1981 at their Amsterdam operations. At Michelin, he played a key role in establishing their marketing department in The Netherlands. He has also served as Resident Director in Michelin South Africa and then Director of Commercial Operations at Michelin Japan.

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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