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Gurgaon, India, October 6, 2010

## Apollo Tyres South Africa's Dunlop brand voted as #1 in an independent survey within the country

### Ranking is based on consumer preference

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In a survey commissioned by Rapport and City Press newspapers on South Africa's iconic brands, Dunlop, owned by Apollo Tyres South Africa (ATSA), emerged as the #1 brand in the tyre category. This was an independent survey measuring the usage of more than 8,000 brands under 19 different product categories by South African consumers and was conducted by TGI South Africa, which is a part of an international network of marketing and media research surveys, present in over 60 countries around the world.

In this 3<sup>rd</sup> national brand survey TGI carried out more than 15,000 face-to-face interviews with residents living in communities having a population size greater than 8,000 to discover the leading brands in each of the product categories. The research was not about awareness or preference, but aimed at identifying brands for which consumers were willing to put their money on -- the brands which consumers actually bought.

Commenting on brand Dunlop's cult status, **Dr Luis C Ceneviz, Chief Executive Officer, Apollo Tyres South Africa (Pty) Ltd**, said, "This is a proud moment for the ATSA Team. We were the 1<sup>st</sup> tyre manufacturer to set up a facility in South Africa and this shows us the level of faith and trust South African consumers have in us. A brand is only as good as its product's performance and the support and service provided by the manufacturer. Team ATSA has always been committed to delivering only the best to its customers -- be it through touch points like the Dunlop Zones or investments in R&D to ensure that tyres on which our customers ride are truly world class."

Apollo Tyres Ltd acquired Dunlop Tyre International in 2006. Since renamed Apollo Tyres South Africa (Pty) Ltd, the company has gone from strength to strength with the parent company investing a further US \$30 million on expansion and upgrading technology at the Durban and Ladysmith facilities.

Recently, ATSA has repositioned brand Dunlop as *Driven by Precision* from the earlier *Passion for Performance*; since product performance is just a hygiene factor and consumers are looking for a variety of other benefits -- precision and controlled manoeuvrability has emerged as a key differentiator for the brand.

(Ends)

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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 three manufacturing units in India, four in Southern Africa and one in the Netherlands, with a greenfield facility currently underway in Chennai, India. 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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#### Corporate Headquarters

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