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Gurgaon, Haryana, India, February 25, 2010

## Two-day Apollo Vehicle Dynamics Workshop concludes on the test tracks in Chennai, India

### Automotive experts share options for a safer and greener world

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The 2<sup>nd</sup> Apollo Tyres Vehicle Dynamics Workshop concluded in the southern Indian city of Chennai. Day 1 comprised presentations by leading automotive and testing experts on the work that is being done on topics as varied as lower rolling resistance, traffic and vehicle noise reduction, simulation approaches for robust and safer tyre designs, upcoming EU regulations and others, revolving around the workshop theme of “**Vehicle Dynamics for a Safer and Greener World.**”

The Workshop was begun by Apollo Tyres two years ago as a biannual platform for auto and tyre makers, tyre testing authorities and homologation bodies to discuss vehicle dynamics, its facets, complexities, issues being faced and ways and means of addressing them. This comes at a time when regulations across the world are being tightened, and both car and tyre makers are aggressively seeking ways to bring out products which meet customer needs of safety, fuel efficiency, price and comfort while applying environmentally safe options.

In his opening remarks **Satish Sharma, Chief, India Operations, Apollo Tyres**, noted “We created this forum with the thought of moving beyond a pure ‘transactional relationship’ with all those we work with, especially our OEMs. Workshops like this provide all of us with learnings which enable all of us to develop technologies, at a price which adds value to our customers.”

Day 2 was devoted to putting into practice some of the earlier day’s learnings. These included:

**Run-Flat Tyres:** Participants drove high-end cars fitted with Apollo Acelere and Acelere Maxx Run Flat tyres to experience the drive difference and vehicle handling on run flats. This was also to showcase Apollo’s Run-Flat technology which is yet to be commercialised but tested extensively. Apollo Run-Flat tyres can cover a distance of 120 kilometres at a maximum speed of 80 kilometres per hour.

**Wet Handling and Braking:** Expert drivers from ATP Germany, IDIADA Spain and Apollo’s European Operations, demonstrated the superiority of silica tread compounding over carbon black in wet handling and braking in high speed situations. Silica compounded tyres proved to be superior with lesser braking distance, better handling and grip under wet, high speed conditions.

**Dry Handling:** A demonstration showcased the need for auto and tyre makers to work closely in developing tyres tuned to each vehicle’s requirements, according to the car’s suspension and other characteristics.

**Hawkz Trail:** A 1500 metre fun track to give a feel of true off-roading. The track had deep pits, wooden logs, boulders, steep drops, elevations and muddy terrain. Vehicles fitted with the Hawkz RT (rough terrain) and Hawkz AT (all terrain) drove through the specially designed and constructed 4x4 track.

**Apollo-Evonik:** The showstopper. This light-weight car brought to reality the fuel-efficient systems which can be deployed in automotive manufacturing to fulfill the green objectives. The Apollo Aspire range of ultra-high performance tyres, with low rolling resistance were fitted on the Evonik vehicle.  
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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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