

Apollo Endurance launched in India



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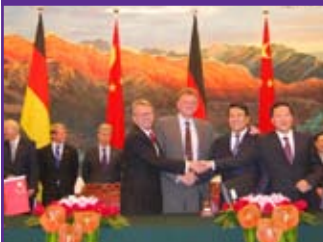
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Start of a New Era



Team Apollo pose in a group snap outside the Chennai facility.

■ Endurance is the result of two years of R&D ■ Product range has four categories

■ Endurance is made at Apollo's Chennai facility

Over the past three months, the sales and marketing teams at Apollo Tyres have had a hectic time launching the next generation truck and bus radials from the Apollo stable -- the Apollo Endurance range.

Initial tests indicate that the Endurance range outperforms its closest competitor by a smart margin on all three key parameters - mileage, load

endurance and fuel efficiency. The Endurance is the result of focused R&D. For the past two years, the company's technologists have been working on a radial tyre that meets with the requirements of commercial vehicles in the country and which can withstand the tough road conditions.

The product comes at the perfect time, given the growing

radialisation within the country. The Endurance range is divided into four categories on the basis of usage, mileage, load and mileage, and passenger and construction.

Endurance is a premium range of radial tyres and complements Apollo's existing Regal range of commercial radial tyres.

This brand is being manufactured at the company's greenfield plant in Chennai,

where production numbers are being ramped up every single month, to meet the growing domestic demand.

Apollo Tyres plans to produce an estimated 6,000 Endurance truck-bus radials in Chennai every day by the end of 2010.

This will enable the company to meet the projected Indian replacement demand as well as that of some key OEs. In this segment, Apollo Tyres has been

a leader for a long time and with its new radial capacity combined with technology and service excellence, the company hopes to ensure that it has a leadership position in the Indian commercial vehicle tyre market.

Apollo Tyres is, by far, the market leader in commercial vehicle crossply tyres, with an estimated 27 percent of the market share. The leadership trend is expected to heighten in the radial segment given that Apollo invested in a greenfield facility during the downturn and is ready to meet India's growing needs two years before the other radial facilities come online.

The company also has in place a highly trained and specialised group of service engineers called team Forza, (see report alongside) which works exclusively with radial tyre users to enable end-users to extract the maximum business benefit out of truck-bus radials.

Earlier this year, Apollo Tyres entered the European market with its flagship, Apollo brand. A range of passenger car tyres was displayed at Reifen 2010 which included Apollo, Vredestein and Maloya brands.

Apollo Tyres is determined to make a strong impact in the European market and after the initial launch in the three key markets, the company plans to launch in other European markets.

The Chennai plant is Apollo's ninth unit worldwide and fourth in this country. The factory was built in a record time of 14 months.

Apollo at Reifen'10



Apollo Tyres' chairman Onkar S Kanwar cuts the ribbon at the company's stall at Reifen.

Apollo Tyres made its debut in an international trade fair earlier this year when it displayed its products at Reifen 2010, in Essen, Germany. The event coincided with the launch of the Apollo brand in Europe.

The Apollo pavilion was located in Hall 3 Stall 211, and was one of the largest at the event. On display were brands that are relevant to European customers which include Apollo, Vredestein and Maloya. The display aimed to highlight the passenger car range that Apollo is introducing into Europe and how it complements the existing

Vredestein and Maloya range. The acquisition of Vredestein Banden BV (renamed Apollo Vredestein BV) in May 2009 has allowed the company to accelerate its plans for Europe, now with a manufacturing facility in The Netherlands and qualified sales

and technology personnel to support its customer base. Apollo Tyres is present in some of the world's largest and fastest growing markets in Asia like India, in developing markets like Africa and in the challenging European continent.



In the spotlight: A view of Apollo's huge pavilion at the fair where several brands were displayed.



Launch of Endurance at Chattisgarh in the presence of business partners.



Team Forza raring to go!



Endurance launch in Chennai was graced by P K Mohammed, Chief Technology Officer, Saradha Rao, Owner of Ravibala Roadways and P K Chakarvorty, Head Sales.

Apollo's crack Team Forza



They are young men with an attitude – an air of being in charge, getting it done and having fun while doing so. All in their early 20s, just out of college and backed by the power knowledge in knowing what they are talking about. Team Forza has become a taskforce to reckon with when it comes to truck-bus radial tyres in India.

The 40-strong Forza, spread across the country and often travelling non-stop from one end to the other are on a mission to cement a perception and

performance leadership platform for Apollo's truck radial tyres. Their job is to ensure Apollo Endurance commands the premium position it deserves in the radial commercial vehicle segment and Regal for those who want to move from the traditional crossply to the radial advantage.

So what do they really do? This is a hands-on, techno-commercial team which has undergone intensive training and field experience to enable them to grasp both the technical aspects of radial tyres from

manufacturing and construction to usage; and the commercial aspects of sales and the needs of commercial vehicle owners. Leveraging both, Team Forza works directly with commercial vehicle fleet owners by assisting them to make the transformation from crossply to radial, working with their teams to ensure vehicle dynamics and tyre fitment and usage are being undertaken correctly and then mapping usage over a period of time to enable fleet owners to realise higher profits and savings, month on month. Their

work is never complete since they have to keep revisiting fleets to help map both customer profit and satisfaction, as well as ensure that the fleet owners' team of mechanics, workers and drivers stay fully trained all the time.

This team was first put in place in 2007 when Apollo introduced its first truck radial – Regal -- a tyre with a success story from Dunlop South Africa. At that time commercial vehicle radialisation was just five percent. Team Forza's mandate was clear – to seed the market by demonstrating to customers the advantages of using radial tyres to reap higher mileage and lower fuel costs. This wasn't easy in a country where cross ply was king and radial was an expensive proposition! It also was not easy in a country where overloading is the norm and tyre abuse is high.

Having seeded the market and established the Regal Advantage of Profit from Performance, their next task is to establish Apollo Endurance as the market leader.

Apollo is the only Indian radial manufacturer to have a team like the Forza, dedicated to boosting customer satisfaction by hand-holding him through a business transformation; and there is no doubt about this crack team's ability to deliver.



Apollo Super Zone, Kolkata

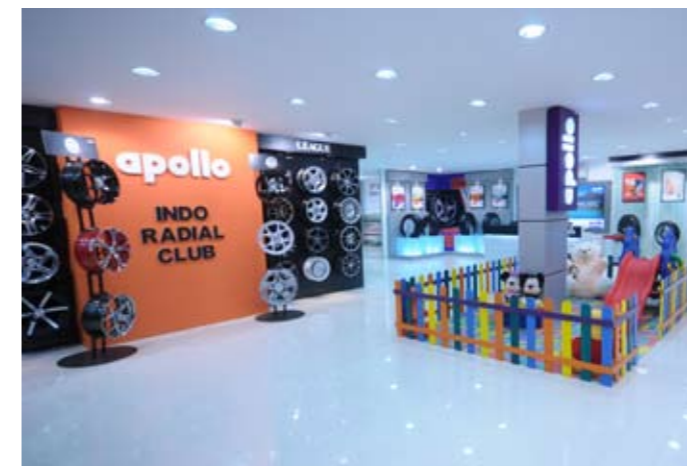
India's first Apollo Super Zone was inaugurated by our Chairman, O S Kanwar on Tuesday 28 September at Indo Radial Club in Kolkata.

This 16th Apollo Zone is the largest and follows a modern up-market retail format for selling tyres - ensuring ample visual appeal, comfort and convenience to consumers, and providing an opportunity to learn about the product's application and performance before making the final purchase.

The facility spanning a total area of 6,000 square foot comprises a showroom space of 2,000 sq ft comprising of product displays for passenger vehicle and SUV tyres, a kids zone, customer lounge and separate area for alloys and car accessories.



Chairman, O S Kanwar inaugurates the Apollo Super Zone in Kolkata in end-September.



India on his mind

Alexander Cutler, chairman and CEO of Eaton Corporation speaks about the importance of the Indian market and how growth from emerging nations will go up 50 percent in five years.

Eaton Corporation ended year 2009 with total sales revenue of almost \$ 12 billion. Which are the key markets that you expect will contribute critical numbers to your target of \$ 13 billion this year?

The global recession of 2008-09 resulted in Eaton's overall markets declining by 21 percent on a global basis. This year they will all grow at around 6 percent. At present, the fastest growth is occurring in the emerging nations. India is one of those. We are seeing far faster growth in India than in the US., or Europe or Japan. We think that pattern is going to continue. These emerging nations will grow 2-3 times than the developed nations. That's why we announced that our goal is to have 30 percent of our sales from emerging nations by 2014, which is 20 percent now.

In these five years, we expect growth from emerging nations to grow by 50 percent. One of the reasons why I am here is to try and identify those additional investment in some areas to significantly grow our business here.

Eaton has bunched its various businesses under two verticals – Industrial and Electrical. Going forward, do you expect them to be of the same size or, is either of them likely to grow bigger than the other?

On a global basis, we would expect our Electrical, Hydraulics and Aerospace markets to grow faster than the vehicle markets. The reason is because these markets are very attractive and we are doing most of our acquisitions in these businesses. Having said that, automotive and truck are classic early cycle of businesses. As economies try to recover, they tend to grow very quickly so they are have a big growth this year after a very



'We'll continue to do acquisitions, but we'll also invest in engineering the unique products for the local demand. We want to design and sell, source and sell in the country.'

challenging year. The Hydraulic Business tends to be what we call is a mid cycle business. It's tied to agricultural, construction, industrial equipment. Interestingly enough, it is growing very quickly, faster than we thought it would as the world economy is coming back. The later cycle businesses tend to be businesses like aerospace business. So, inspite of the economy being bad, the aerospace business was up last year. What we are trying to do is have a constructive balance in our company. We have various cycles of business right through the economic cycle. That strategy is working for us.

Eaton India's truck technology business seems to be doing well, with new customers like Mahindra Navistar in the bag. What are your plans?

We have acquired two automotive plants here in India. Those plants provide passenger vehicle valves and are growing quite quickly today, with all these vehicle platforms coming up. We would hope to introduce the supercharger here as well as also traction modifiers, the portions of valvetrain, which tends to be the lifter and the roller bearing. We will also make a line of fuel vapour valves, that help eliminate the loss of fuel when you are filling your

vehicle. We expect to bring all this here. We are talking to OEMs for each of them right now. It's really a matter of when they decide to put it on the vehicles. As you know, in the automotive industry it's about three years after an award is made that the car starts getting produced.

What about your plan to introduce hybrid buses in India?

Yes, we are talking to lots of different manufacturers here. And we have about 54 million miles of experience on hybrid vehicles around the world today. We are one of the providers who really has practical experience. We have thousands of buses running in China and hundreds of hybrid trucks in USA. As far as diesel-electric having a hydraulic in two forms -- series and parallel- we can offer this very wide range. We can offer the correct technology to our customers based on their vehicle applications. We are the only competitor in the world which produces all three of those.

Are you developing any new technology with applications for emerging markets like India?

We are outgrowing the industrial economy by 50 percent. That's always our goal, so with 17 percent industrial growth, we will expect to grow at 25. The kind of premium we have been able to achieve to grow for ten years globally, we have grown 60 percent more than industrial economy growth. We need to understand what kind of investments have to be made. As you know, in the automotive industry once they award you a contract, it's a couple of years before the production starts.

ALL buys equity in Optare

ALL's equity stake in the UK-based busmaker gives it access to world-class bus technology and gives Optare the opportunity to leverage India's low-cost base for making components.



Optare's Solo is an innovative midibus capable of carrying up to 37 seated passengers.

The agreement reached by Ashok Leyland (ALL) with Optare Plc, a leading UK-based bus manufacturer last month for a 26 percent stake is part of long-term strategic cooperation between the two companies which will now embark upon leveraging the synergies that have been mutually identified.

The deal will benefit ALL, the flagship company of the Hinduja Automotive Group, in accessing Optare's technology including a modern range of mid-size and full-size city buses. It will also help ALL participate in the growth of the European bus market through Optare. Both Optare and ALL will jointly develop products and hold the intellectual property rights together.

At present, ALL builds intercity buses at its joint venture with Irizar and TVS and Sons. The association with Optare will help it build city buses and in the process ALL will be able to complete its

product spectrum in the bus business.

The deal is also expected to help Optare source components at competitive cost. Founded in 1985, Optare, which has a turnover of about \$125 million has been recognised for its innovative, weight optimised 'Low Carbon' range of low-floor, mid-size buses as well as a modern range of city buses. It has been a pioneer of the low-floor double-decker in the UK. Its new electric bus has already secured several orders as more countries in Europe promote a cleaner, greener mobility.

Meanwhile, ALL has been advancing its bus business with purpose built bus-plants in Alwar in Rajasthan and Ras-Al-Khaimah in the United Arab Emirates, and a new range of both city buses and inter-city coaches. It has also begun to address growing needs for modern urban mobility in India and abroad. Optare will seek to improve its competitiveness within the UK and its export

markets through access to its lower-cost supply chain, cooperation in new product development and improved management of its working capital. ALL will nominate two members on Optare's board.

Managing director, ALL, R Seshasayee said, "This strategic alliance is a critical part of our Global Bus programme. In Optare, we have a European manufacturing partner who shares our vision of state-of-the-art buses at affordable prices. Together, we will be able to offer future-ready products of high quality and design."

Dr V Sumantran, executive vice-chairman, Hinduja Automotive and member of the ALL board, said the group has embarked on a course, investing in both the core sectors and adjacent sectors to broaden the range of the company. With Optare, ALL can build on synergies in the global bus business, and both companies can simultaneously advance capabilities and market access

more efficiently.

"We have an opportunity to co-develop a future range of buses," he said. Bus body building requires certain orientation towards manufacturing plant in the facilities. "We will certainly be able to share components to develop together – whether it is climate control system or others – we will definitely seek to exploit every possible synergies that come out from two separate entities."

ALL had displayed the Hybus at the January Auto Expo that has several common design elements with the Solo hybrid bus and pure electric bus of Optare. Both buses are part of a green transport initiative and give ALL and Optare the opportunity to pool together developmental costs.

Optare's non-executive chairman, John Fickling said, "The new venture will deliver direct benefits to UK bus customers and propel Optare on to the global stage."

Rai Auto eyes truck repair

Rai Automotive Systems plans to set up a network of crash repair centres for HCVs in the country's main truck hubs. It will set up the first of these hubs in Jaipur.

New Delhi-headquartered Rai Automotive Systems plans to set up a crash repair centre for commercial vehicles that will primarily focus on the body shop. It is scouting for land near Jaipur to house the proposed 20,000 square feet workshop which is expected to be functional before March 2011.

General manager Rishikesh Sahay says the crash repair centre will cater to all brands of CVs. Initially, it will focus on medium and heavy commercial vehicles up to 24 metres in length and GVW of up to 60 tonnes. Rai Automotive will extend the service to include light commercial vehicles later.

Apart from Jaipur, the company hopes to set up similar repair centres in India's main truck hubs. The decision to set up base in Jaipur is because it is the largest truck hub in northern India for companies that operate logistics-related activities. An estimated 9,000 trucks leave Jaipur everyday hauling cargo to different parts of the country.

Other key truck hubs include Namakkal near Salem in Tamil Nadu and Vijayawada in Andhra Pradesh, where Rai Automotive will most probably expand its crash repair centres.

Describing the vehicle crash workshop, Sahay says it will have



Josam cab tower anchored with I-beams as it straightens a cab.

'Apart from Jaipur, the company hopes to set up similar repair centres in other truck hubs. The decision to set up in Jaipur is because it is the largest truck hub in northern India for companies in the logistics space.'

equipment manufactured by Alignment Systems, the Swedish company that makes the Josam brand for CVs. This equipment includes frame press, I-press, induction headers, drill, cab

tower, cab bench, truck aligner, laser align systems, speed factory, ply detectors and tools for front-axle correction. In addition, it will also have 'Truckcalc,' a calculation software that makes

damage repair more efficient. Installing all this equipment will cost Rs four crore. A team has also been sent for training to Sweden.

Asked why Rai plans to set up the crash repair system, Sahay said this is because the high cost of the equipment has affected the quality of repairs provided by dealerships and third-party service centres. As a result, customers will typically replace damaged chassis with a new one, which pushed costs up to almost Rs 100,000.

Sahay estimates that the process takes about a month, causing a revenue loss of about Rs 3 lakh for the truck operator. If the damaged truck is repaired at Rai's crash repair centre, costs can be reduced by between 20 to 50 percent depending on the damage incurred, he adds.

The crash centres will also undertake repair work in a more accurate and timely manner because modular systems can be designed and customised to any size.

Rai Automotive is looking at 20-25 trucks coming to the centre for repairs every month initially. Going forward, Rai Automotive is also considering a foray into lifting equipment that have wireless mobile columns and is in talks with a North American company.



Josam frame straightening system aligns trucks and trailers up to 24 metres long and with an overall weight of 60 tonnes.



Tata Ace is five years old

As the Tata Ace turns five, it's time to look at how this four-wheeler, the smallest in the Tata CV stable, has carved a niche for itself. Launched in 2005 to take on the three-wheeler goods carrier segment dominated by Bajaj Auto, the Ace platform has since spawned a whole range of body styles.

At its launch, the Ace created a sort of buzz not unlike the Nano's. In fact, it is strongly felt that in many aspects ranging from crash worthiness to engine specs, the Ace was a dry run of sorts. According to Girish Wagh, who spearheaded the Ace project, the company had come up with the idea of a small vehicle powered by a less than one-litre engine. Subsequently, Tata set up a separate assembly line at its Pune premises for the Ace after which its Uttarakhand plant also contributed and is now the sole Ace plant.

With the Ace, Tata was able to make a statement of sorts. Until then, the cargo sector was characterised by vehicles where the focus wasn't really on aesthetics, let alone safety. So with a good looking fascia, a wide windscreen, ample loading area and certified safety parameters, the Ace set a new benchmark. Also, with India's roads network increasing, the Ace has been able to plug the



The Ace platform has spawned the one-tonner Super Ace.

requirement for last-mile connectivity in towns and cities.

Only a year after its launch did the Ace get a competitor in the form of the Ape Truk, a small CV from Piaggio Vehicles India. Two years ago, came the Gio from Mahindra & Mahindra.

More recently, Tata Motors also launched a CNG Ace as part of a value proposition to bring

down ownership costs.

From 30,000 units sold in the first year, the Ace crossed the one-lakh mark in 2009-10 to touch 110,032 units. Tata has steadily expanded the Ace line to add the HT, Ex (with stop-start technology) and the Super Ace (one tonne). On the cards is a half-tonner which may well make its entry later this year.

In June 2007, the company launched the Magic, a passenger vehicle based on the Ace platform.

A few months ago, the Ace made its way to yet another export market in Ghana which is a new overseas destination after Sri Lanka, Bangladesh, Kenya, Tanzania and Nigeria.

ACE Milestones

- **May 2005:** Tata Ace launch
- **April 2006:** Launch of Ace HT
- **March 2007:** 100,000th Ace
- **March 2008:** Ace CNG launch
- **March 2009:** Launch of Ace Ex
- **August 2009:** Super Ace launch
- **April 2010:** Tata Ace becomes India's first 1-lakh brand in goods commercial vehicles

Volvo launches city bus

Volvo Buses has launched the latest avatar of the city bus – the New Volvo 8400.

The new version is Euro 4 ready and the first batch has already been delivered to Bangalore Metropolitan Transport Corporation in Bangalore and the Karnataka state regional transport corporation in Kerala.

The new Euro 4 norms for exhaust reduction impose tough demands on all vehicle manufacturers. The difference in exhaust emission requirements between a Euro 3 and Euro 4 engine is considerable. Emissions of nitrogen oxides (NOx) are typically cut from 5 to 3.5 g/kWh, a reduction of 30 percent.

The new Volvo 8400 comes with an advanced diesel engine technology allied to exhaust gas after-treatment with SCR (Selective Catalytic Reduction), which converts harmful nitrogen oxides into harmless nitrogen gas and water vapour.

Akash Passey, managing director, Volvo Buses India said, "In this updated bus, passengers will experience best-in-class look and feel. We continue to strive to make public transport the No. 1 choice for city mobility."

Pic Feature



At Daimler Trucks' testing grounds near Chennai, vehicles can touch 90km/hour mark on the outer lane of the super-elevated section.



Mahindra's truck plant at Chakan, Maharashtra.

Mahindra Navistar is here

Mahindra Navistar, the 51:49 joint venture between Mahindra & Mahindra and Navistar of the US, has straightaway attacked the meatiest territory of the Indian commercial vehicle market with its first truck – the

MN 25. At Rs 14.99 lakh (ex-showroom, Pune), the MN 25 is priced aggressively compared to its peers from Tata Motors, Ashok Leyland and Volvo Eicher Commercial Vehicles which are available in the Rs 14-16 lakh range. Sales of the

MN25 will start by September. The company's new plant at Chakan, Pune, currently rolls out six to eight trucks a day. Given the market potential, Mahindra Navistar doesn't expect too long a time before hitting peak capacity. Rakesh

Kalra, managing director, Mahindra Navistar, says: "The full capacity that we are talking about is 50,000 units in this plant. We might get there in two to three years' time."

By the end of this fiscal, Mahindra Navistar plans to roll out multiple models to fill all segments of up to 49 tonnes in the market. As the joint venture works around the clock to prepare those products, the American partner is also ramping up sourcing of components through it.

Navistar will source components worth \$10 million from India during this year. Sourcing is only part of the Indo-American JV's three-pronged strategy. Manufacturing and selling CVs is the bigger part of the play.

"We designed a cab-forward version for the world and domestic markets, which Navistar doesn't have. Secondly, we do some engineering services for them because when they sleep, we work so that we can enhance/shorten product development cycle for them. And the third one was sourcing components for them. All the three things are going on," says Kalra.

Apollo's Safe Drive in Tehran

Tehran's roads got a little bit safer thanks to Apollo's Safe Drive initiative held in the Iranian capital during Ramdan on August 16 and 17. The drive reached out to 180 city taxis at the Western Transport Terminal. The taxis in Tehran, mostly Peugeots and Iran Khodros, clock up about 15000km every month. Inspection of these high-mileage taxis revealed that only 28 percent of the taxis were running the correct tyre pressure. The Safety Drive educated the drivers about the economic and safety benefits of proper tyre care. The drivers also received the Safe Drive 10



A hands-on demo in the heart of Tehran.

commandments printed in Persian and key chains to remind them of the message in the coming days. This initiative was much welcomed by all the drivers who expressed a wish to see more of such drives in the future.



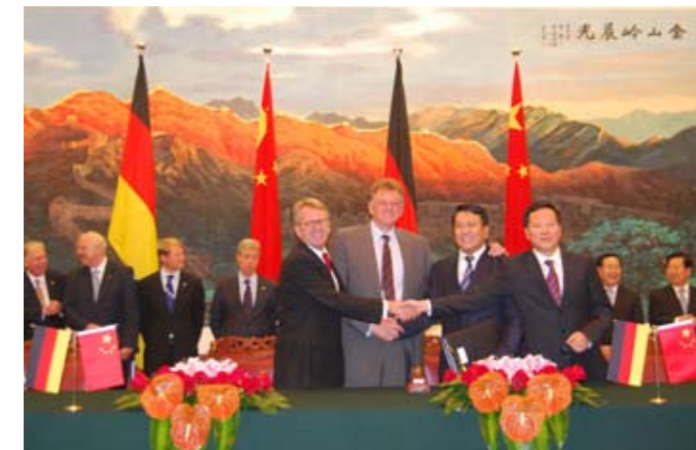
A banner on display to showcase the Apollo 'Safe Drive' campaign.

Daimler AG inks JV with Foton

Daimler AG and Foton Motor of China inked a 50:50 joint venture in the presence of German Chancellor Angela Merkel and the Premier of the People's Republic of China Wen Jiabao in July.

The approval for the deal was granted by the relevant Chinese government authority.

"The joint venture with Foton Motor represents another key milestone in implementing our China strategy. It further strengthens our position to address all segments of the market. It shows that we deliver what we promise taking full advantage of the enormous potential in China and other growth countries." Dr. Dieter Zetsche, CEO of Daimler AG said. "Andreas Renschler, member of Daimler's Board of Management and Head of Daimler Trucks and Daimler



Top brass of Daimler AG and Foton Motor at the signing ceremony.

Buses. "The joint venture offers us an excellent springboard from which we can achieve growth, profitability and expansion in China, and with Foton as a global partner, in the international markets as well."

CEO and Chairman of Daimler North East Asia, Ulrich

Walker said, "With the newly established joint venture, we have become the first and only international automotive manufacturer that had successfully deepened its cooperation with China in all segments of automotive industry".

Wang Jingyu, the CEO and president of Foton Motor said, "We plan to use Daimler Trucks' technological expertise in particular to further expand our commercial vehicle activities."

Daimler will contribute its technological expertise to the joint venture — especially in the area of diesel engines and exhaust gas systems — so that the Chinese emissions limits ranging up to Euro 5 can be met. Both partners will use Foton's truck brand Auman as a platform in China and as a springboard for joint exports.

Alongside its sales and service network in the medium- and heavy-duty truck sector, Foton will offer its market know-how in China and the rest of Asia to the joint venture. Foton has grown very quickly since its began its truck business in 1998. Last year it sold 82,234 heavy-duty truck units.

EU busmakers in safety initiative

Six European bus and coach manufacturers have agreed to fit all buses and coaches as a standard with fire detection systems in the engine compartment and around the auxiliary heater.

According to the public statistics, buses and coaches are the safest mode of passenger transport. The major European bus and coach manufacturers have now teamed up to improve safety even further and adopt suitable measures that take into account the passengers' increasing awareness with regard to the issue of fire safety.

European bus and coach manufacturers have agreed to fit all buses and coaches as a standard with fire detection systems in the engine compartment and around the auxiliary heater. The manufacturers EvoBus (Mercedes-Benz/Setra), Irisbus/



Iveco, MAN Nutzfahrzeuge AG (MAN/NEOPLAN), Scania, Solaris Bus, VDL Bus & Coach and Volvo, that collectively account for about 85 percent of the European market, have signed up to a voluntary agreement.

As part of the agreement, all touring coaches and scheduled-

service buses that are delivered to EU member states will be fitted, by January 2011 the latest, with equipment that notifies the driver directly and immediately if there is a risk of an expanding fire. As the vast majority of fires on buses and coaches originate in the engine compartment, the fitting of these early warning

systems will avoid passengers' concerns as well as reduce vehicle damages by enabling a rapid evacuation or even extinction of the fire.

The voluntary agreement that covers fire detection systems is open to all EU bus and coach manufacturers that have not yet signed up to the initiative.



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