



Apollo Tyres

TBR Europe





Content

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- Apollo TBR Product Segmentation & Nomenclature
- Product Portfolio per market segment
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- Conclusion

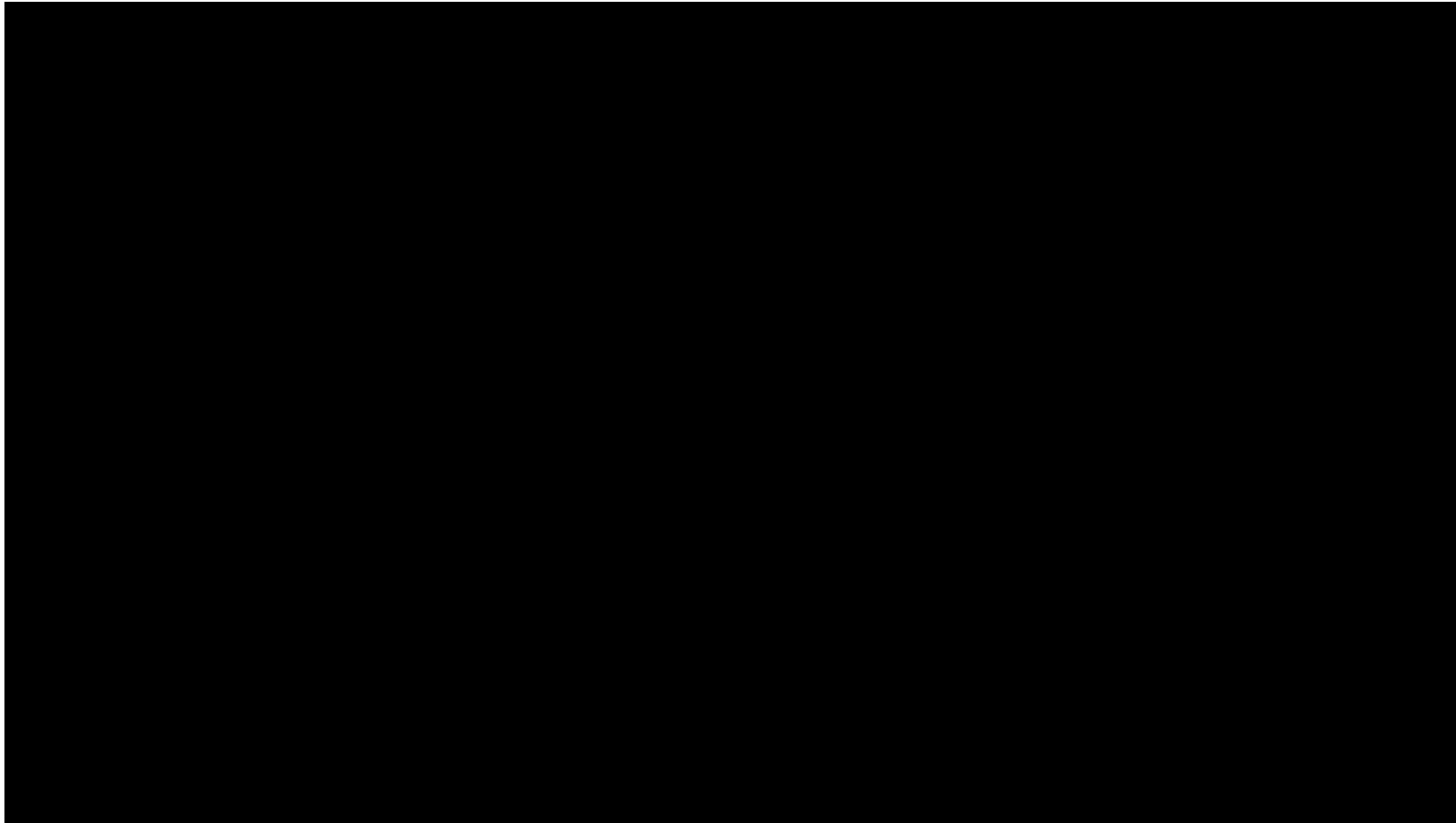


We are Apollo, a Family
which is always close to
our Partners

apollo
TYRES

VREDESTEIN
TYRES

Brand Identity



Our Vision

***DRIVING PROGRESS
TOGETHER***

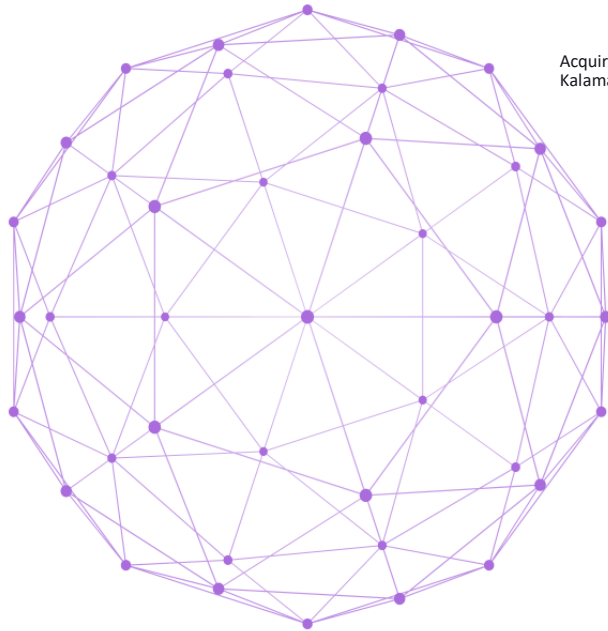
Values



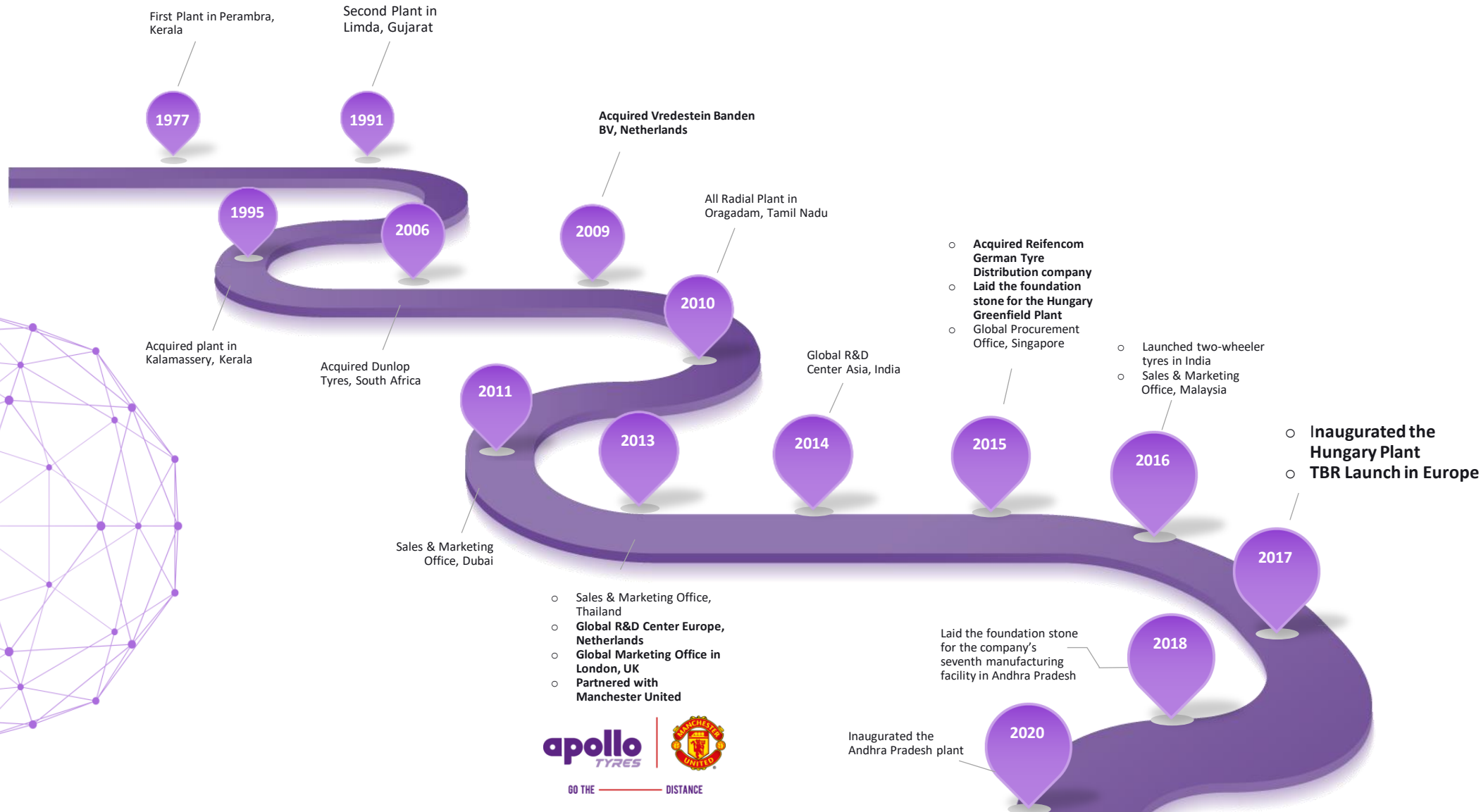
- Following our Passion
- One Family
- Taking Responsibility



Key Milestones



APOLLO
TYRES LTD



Global Footprint 2022

Leading Global Tyre Company with sales to more than **100 Countries WW**

The company posted a consolidated revenue of over **2 Billion Euro** in FY2022

Manufacturing presence in Asia & **Europe**

Mix of Global & Regional Brands



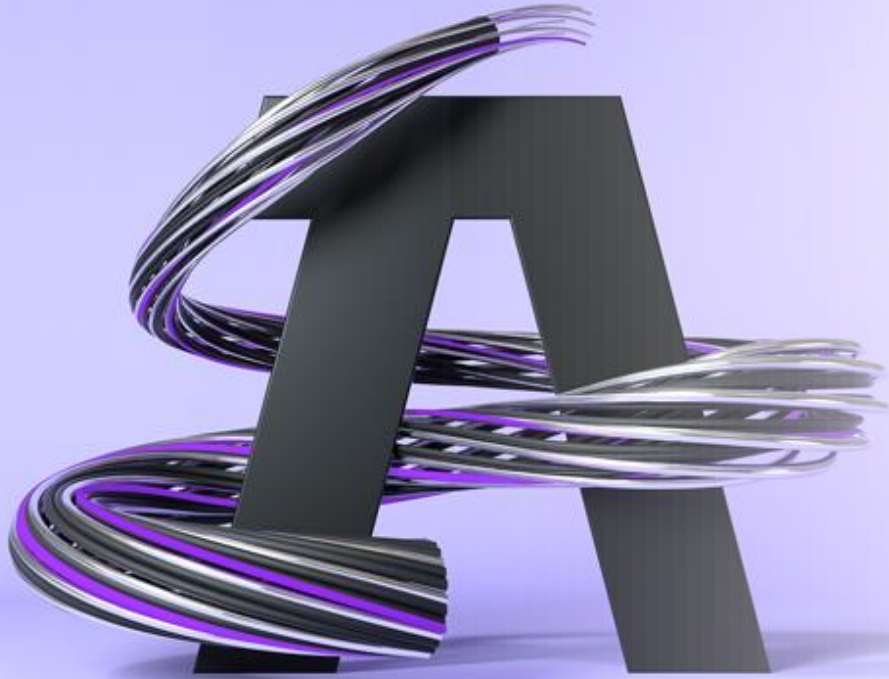
Global Distribution Network with more than **12K Partners** all around the world

Truck Business in Europe since 2017 with a **M.S. allowing Apollo to be in TOP 8**

-  Corporate Office
-  Marketing Office
-  Manufacturing Plant / R&D Center
-  Procurement Office



Product Categories



**AGRO
& OHT**

apollo
TYRES
VREDESTEIN
TIRES



**TRUCK
& BUS**

apollo
TYRES



**PASSENGER
CAR**

apollo
TYRES
VREDESTEIN
TIRES

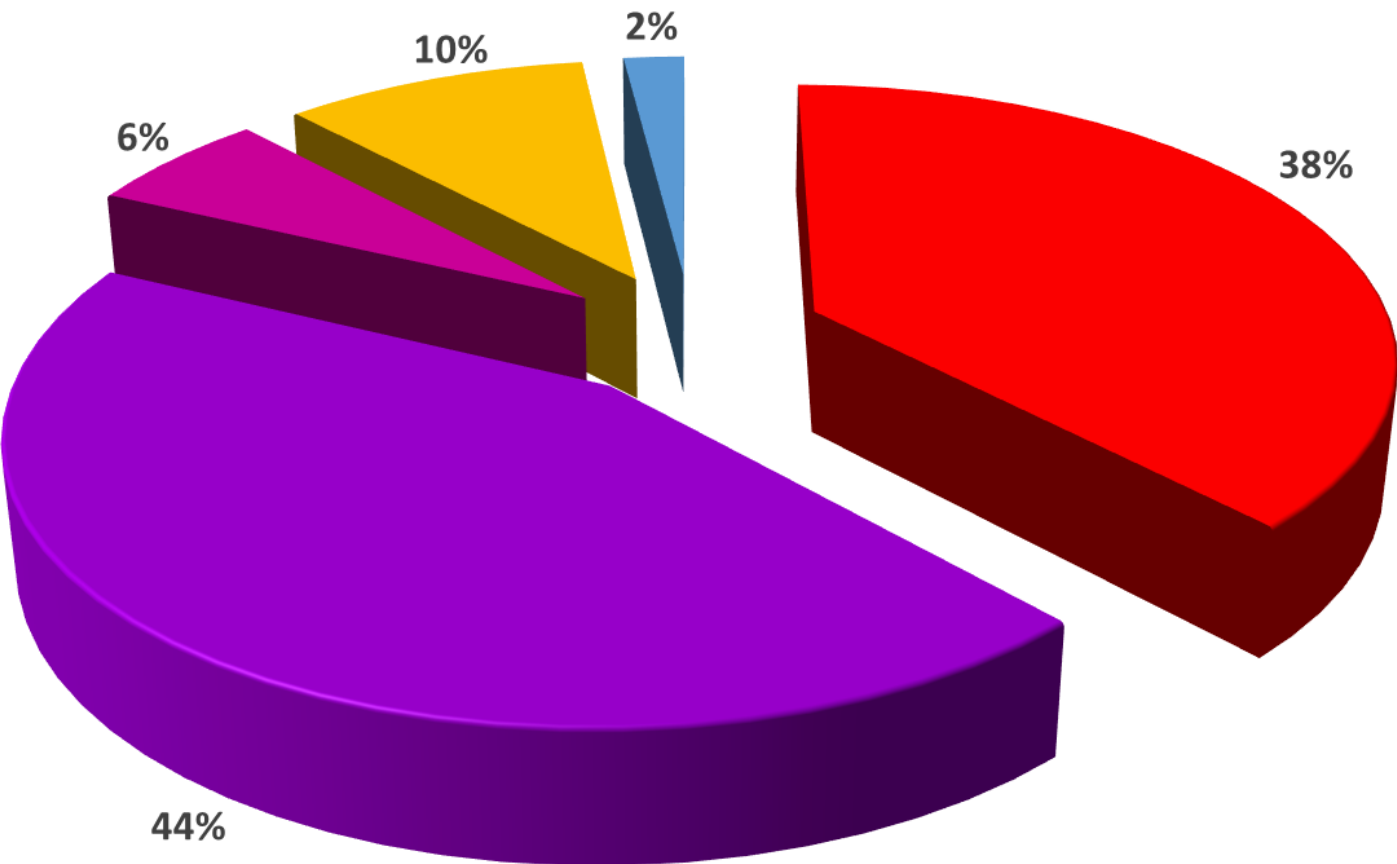


TWT & BT

apollo
TYRES
VREDESTEIN
TIRES

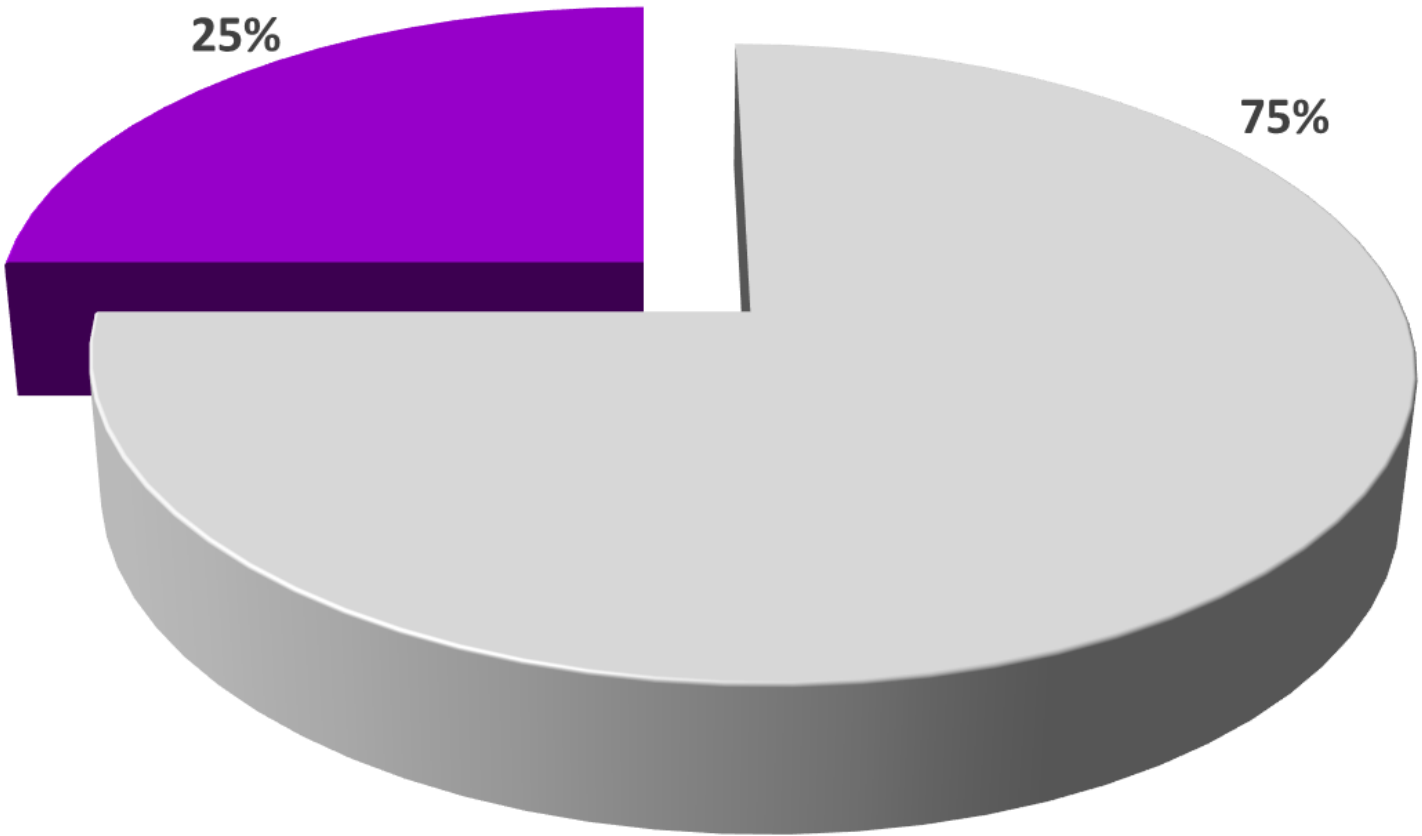
Global Revenue Segmentation per Business Unit

Weight (%) Truck, Bus & Light Truck



Global Revenue Segmentation per Customer Channel

Perfect balance between OE & Replacement



Global O.E. Partnership



Audi



Mercedes-Benz



HYUNDAI



Volkswagen



TOYOTA



STELLANTIS



TATA



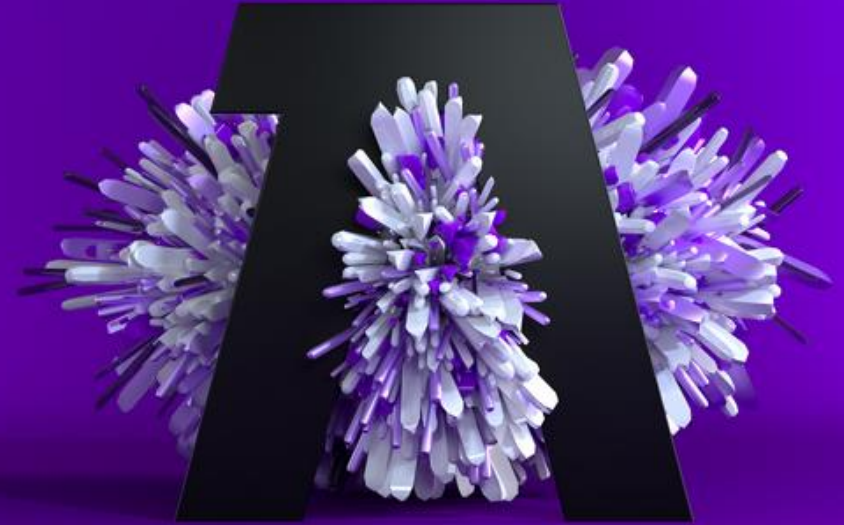
Mahindra



ASHOK LEYLAND



JOHN DEERE



State of art Technology & Passion







- Research of new transportation solutions with lowest possible impact on **environment**;
- Focus on **sustainable material research** like inulin & use of reprocessed material as a replacement for natural rubber;
- Partnered with various technical bodies, universities & **OEM** partners across the world;
- Developed Truck superior compounds for **Mileage, Rolling Resistance & cut chip resistance**;
- Focus on offer customers lower cost of ownership & more **total tyre life**;
- History of manufacturing expertise & innovation. Now even more with our **European Product Plan**;



TBR EUROPE – Apollo Tyres Product Overview



Test Tyres

Country	# Tyres	Million Km
	548	47
	646	59
	1000	130
	636	87
	403	31
	90	3.6

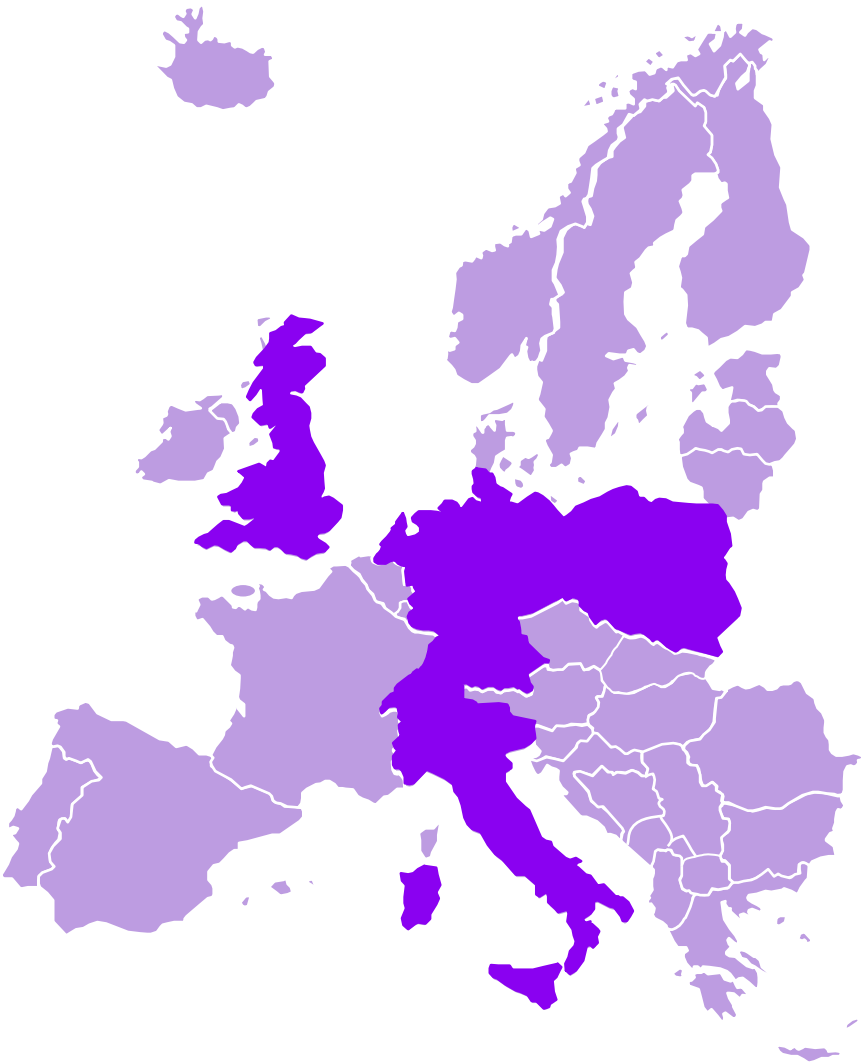
Total Countries



Total Tyres tested



Total Million KM Tested



Test Tyres

Around the Globe

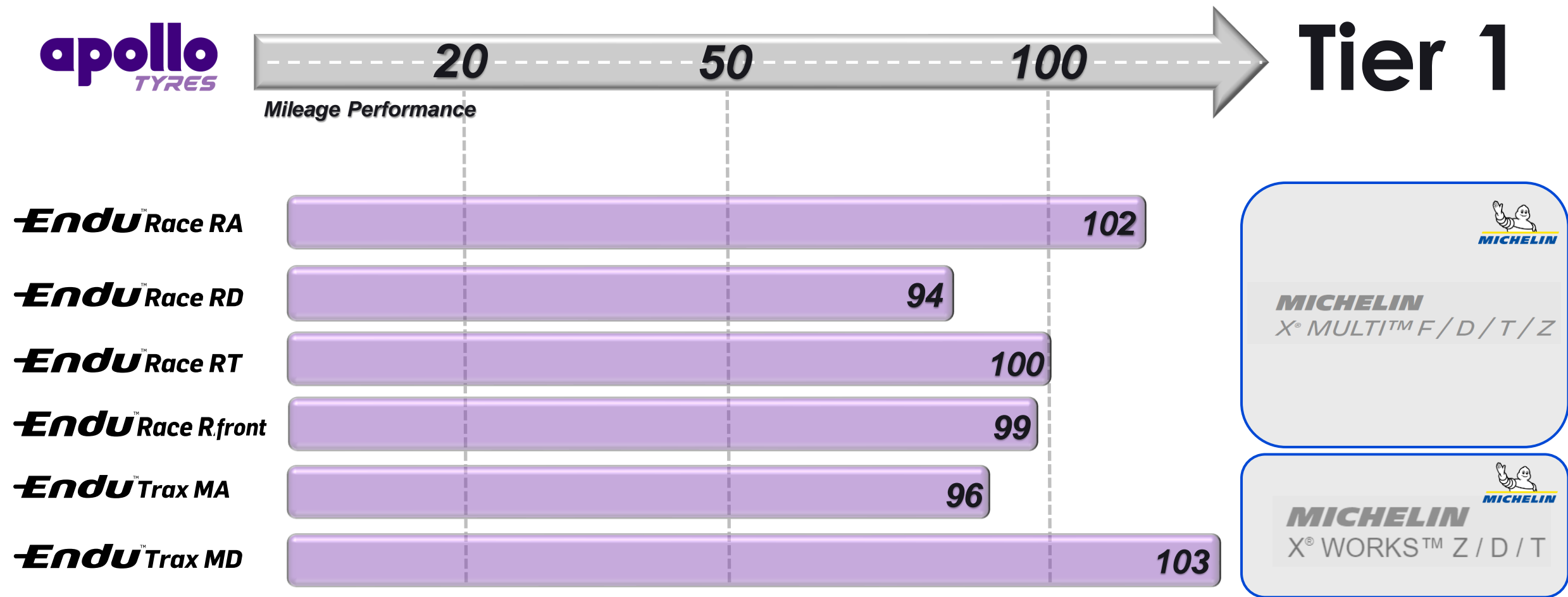
9.000
Times

Complaints Ratio

0.03%



Product Performance vs Tier 1 (Index 100 T1)









*Note: Michelin Range only to show product comparison between Apollo & Tier 1 competitors

European Product Segmentation

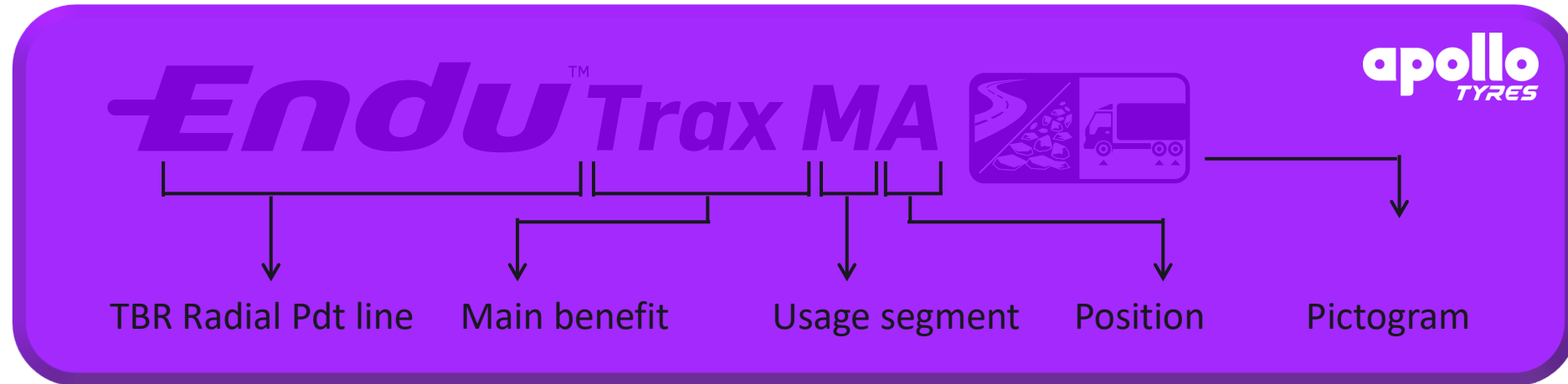
apollo
TYRES



Segment	Vehicle	*Weight %
Regional		72%
Mixed		12%
Coach		2%
Urban		3%
Long Haul		7%
Winter		4%

**Note: Internal assumption*

Apollo TBR Segmentation



All Apollo Truck & Bus radial tyres naming starts always with **-Endu™** (Endurance + Durability)

- Suffix of the tyre name would be a customer centric term which would resonate with the benefits or the recommended application for that specific tyre:

Long haul - Mile Regional - Race Mixed - Trax Urban - City Coach - Comfort Winter - Snow Specialty - Tuff

- Apollo has defined 7 Segments nomenclature for addressing specific customer requirements

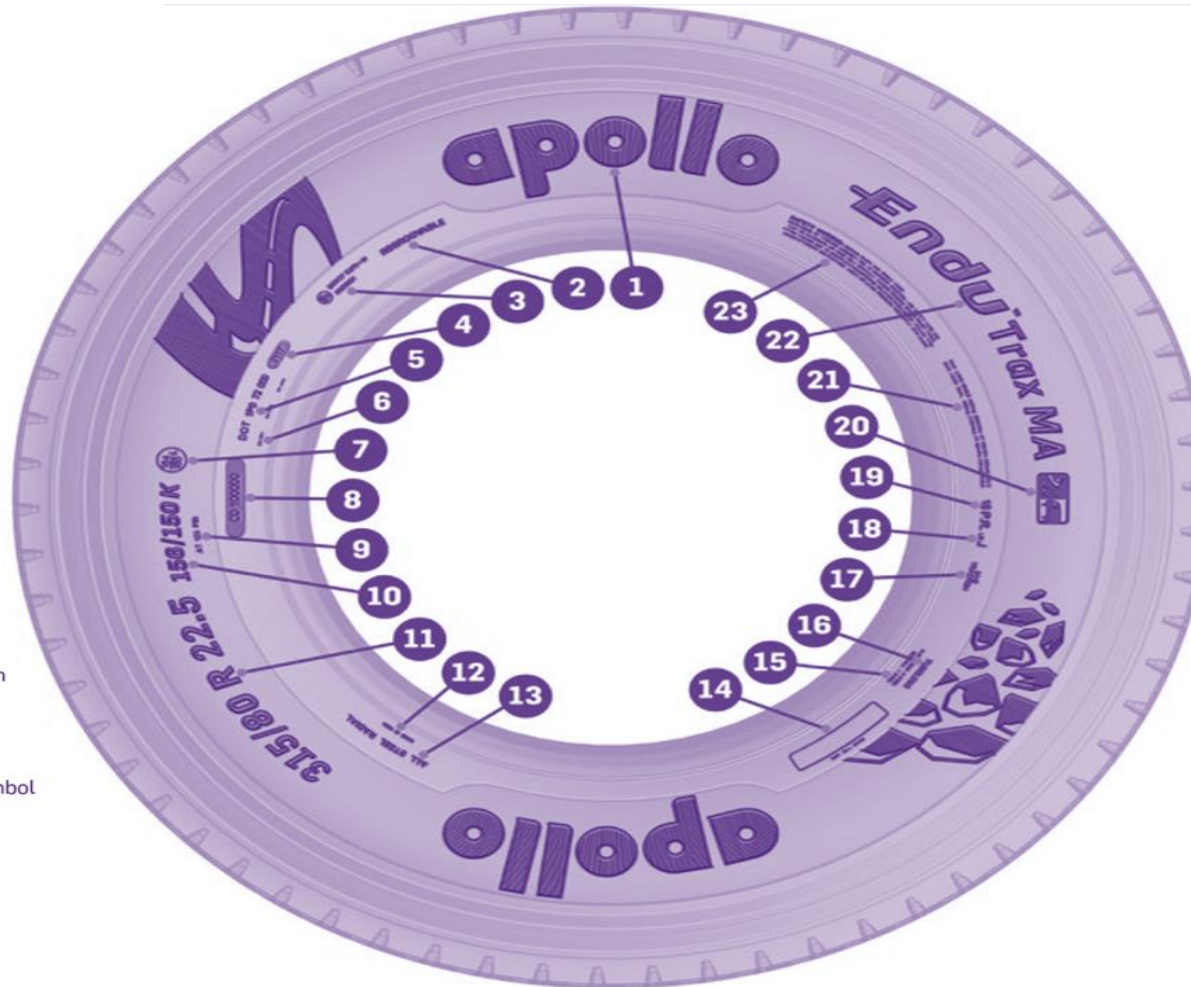
Long haul – LH Regional – R Mixed - R Urban - U Coach - C Winter - W Specialty - S

- We develop different patterns nomenclature to address all axle positions:

A = All wheel F = Front D = Drive T = Trailer

Apollo Sidewall explanation

1. Manufacturer's name
2. Regroovable
3. Ece marking
4. Week and year code
5. Dot marking
6. Mould reference number
7. Supplementary service description
8. Serial number
9. Test inflation pressure
10. Nominal load index and speed symbol
11. Size marking
12. Country of origin
13. All steel radial



14. Provision for hot branding
15. Construction details
16. Tubeless
17. M+S/traction marking
18. Load range
19. Ply rating
20. Recommended segment and axle position
21. Load and speed details
22. Product name
23. Safety warning

Product Range per Segment FY23



Product Nomenclature
(Usage Segment + Axle Position)

Regional



-EnduTM Race RA **-EnduTM** Race RT 2
-EnduTM Race RD 2 **-EnduTM** Race R_{front}

Mixed



-EnduTM Trax MA
-EnduTM Trax MD

Urban

-EnduTM City UA

Coach



-EnduTM Comfort CA

Long Haul

Winter

Product Range per Segment 5Ys



Product Nomenclature
(Usage Segment + Axle Position)

Regional



-Endu™ Race RA 2

-Endu™ Race RT 2

-Endu™ Race RD 2

-Endu™ Race Rfront

Mixed



-Endu™ Trax MA 2

-Endu™ Trax MD 2

Urban



-Endu™ City UA

Coach



-Endu™ Comfort CA

Long Haul



-Endu™ Mile LHA

-Endu™ Mile LHT

-Endu™ Mile LHD

-Endu™ Mile LH front

Winter



-Endu™ Snow WA

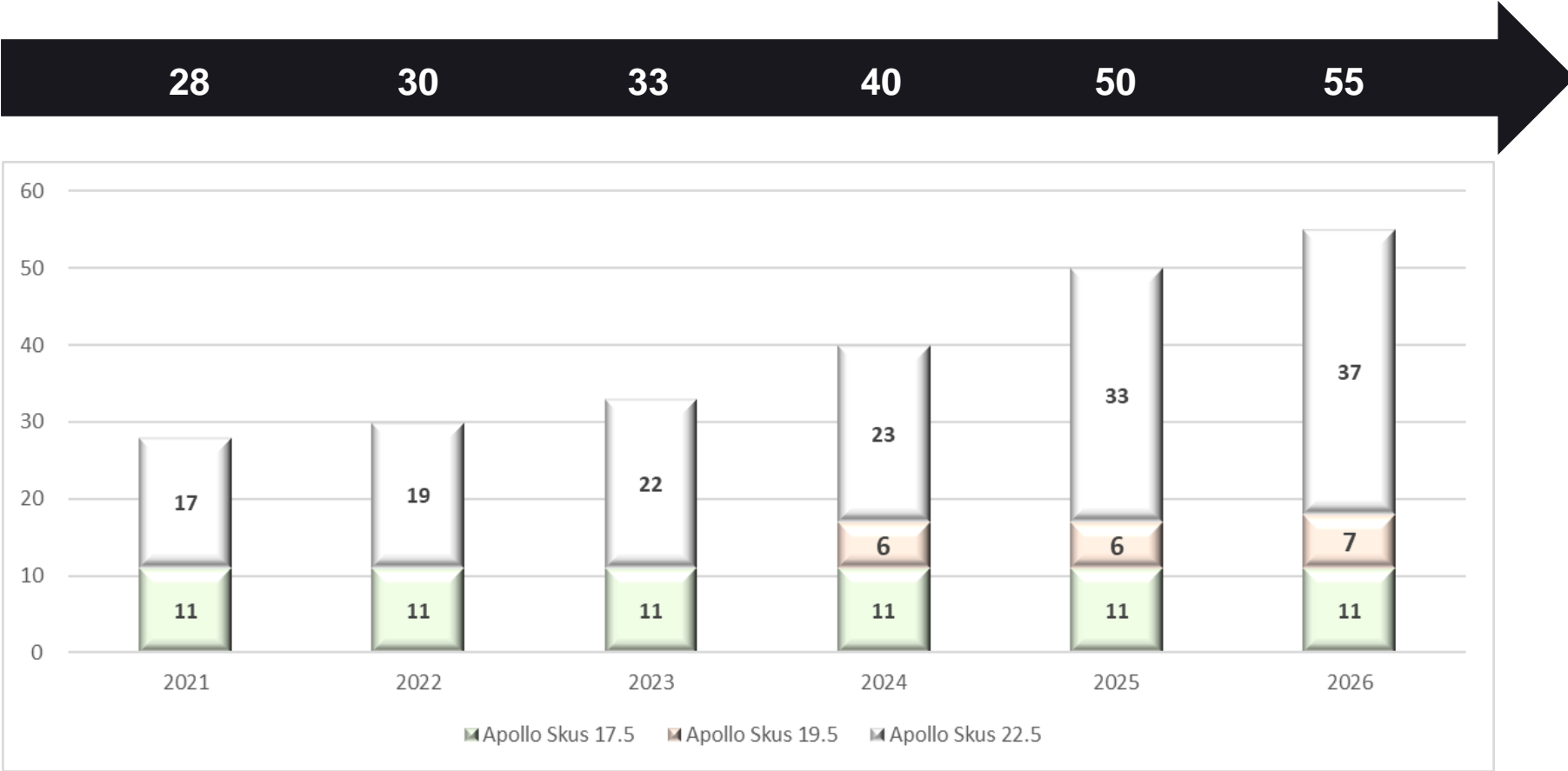
-Endu™ Snow WT

-Endu™ Snow WD

Apollo Product Plan



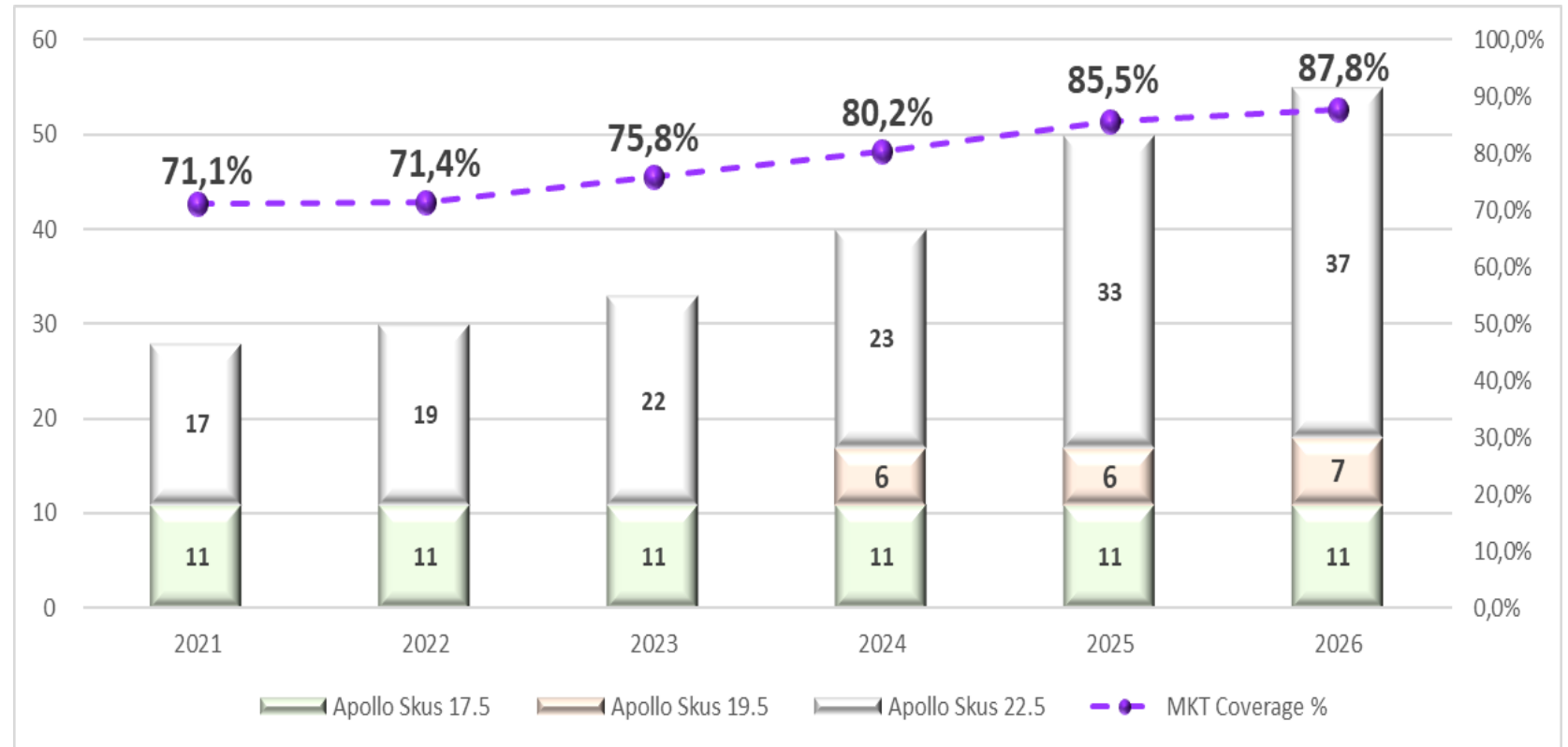
- In FY22 has been released a **NEW and ambitious Product Plan** for next 5 Years
- The new Product Plan, will bring Apollo Range in Europe **from 30 to 55 sizes**



Apollo Market Coverage

- The new Product Plan is aiming to contain complexity with **full focus on Key mkt sizes**
- Apollo Product Road Map will guarantee a **mkt coverage up to 88% within FY 26**

88%



Apollo Product Range Focus Trailer Segment




“A range of versatile and high performing Premium products for Trailers with the best value for money”



Apollo Trailer Full Range



Trailer 17.5
Endu™ Race RT

215/75 R17.5 135/133 J (D/B/A71) 
235/75 R17.5 143/141 J (D/B/A71) 
245/70 R17.5 143/141 J (D/B/A71) 



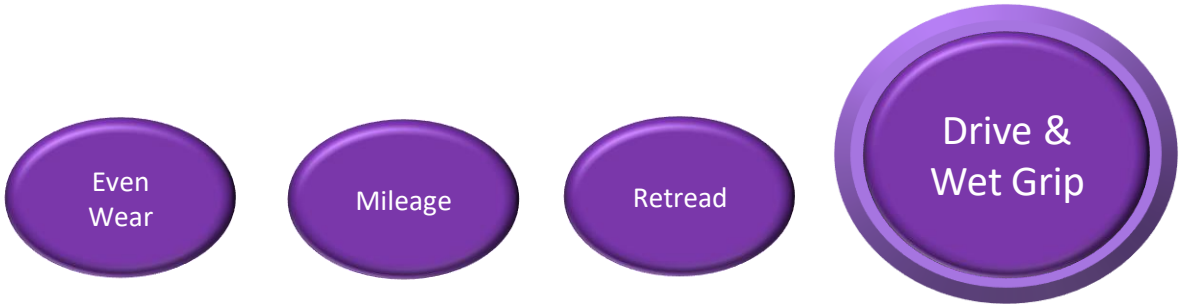
Trailer 22.5
Endu™ Race RT
Endu™ Race RT 2

385/55 R22.5 160 K (C/B/B73)
385/65 R22.5 164 K (B/B/B69) 

Apollo 17.5" Endu™Race RT

USP ➡ Moving goods safely & premium performance on all roads and all seasons




Axle Position



Unique technology for low-platform trailers with best performance without compromise.

- Tread pattern design for a correct distribution of footprint ensures even wear performance
- Our special slow-wearing compound together with an optimized footprint delivers high mileage
- Tread pattern design provide excellent dry & wet handling on the road in any condition

Endu™Race RT M+S

Tire Size	Load Index Speed Code	Section Width (MM)	Diameter (MM)	Statical Radius (MM)	Rolling Circ (MM)			
215/75 R17.5	135/133 J	214	769	360	2345	D	B	71 A
235/75 R17.5	143/141 J	237	800	373	2440	D	B	71 A
245/70 R17.5	143/141 J	249	789	364	2406	D	B	71 A



Apollo Endu™Race RT

USP ➡ High-performance fit and forget trailer tyre



Even
Wear

Mileage

Retread

The Endu™Race RT is a high-mileage free rolling trailer tyre with high scrub resistance and multiple retread potential.

- Wider shoulder and innovative tread compound ensure even wear under demanding usage
- Advance slow-wearing compound together with an optimized footprint delivers high mileage
- Reinforce casing and outstanding endurance deliver a unique retread potential

Endu™Race RT

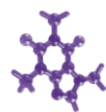
Tire Size	Load Index Speed Code	Section Width (MM)	Diameter (MM)	Statal Radius (MM)	Rolling Circ (MM)			
385/55 R22.5	160 K	380	993	463	3009	C	B	73 B

Apollo Endu™ Race RT & RT HD Trade Pattern Design

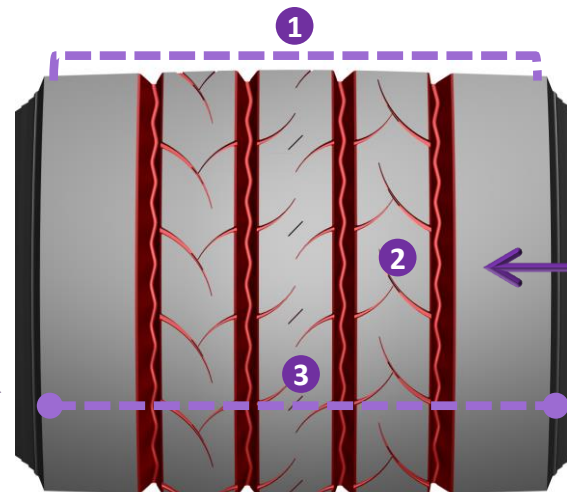
Axle Position



Optimized footprint together with our slow-wearing compound technology guarantee long lasting mileage



Superior compound provides enhance wear resistance and superior tyres extension life

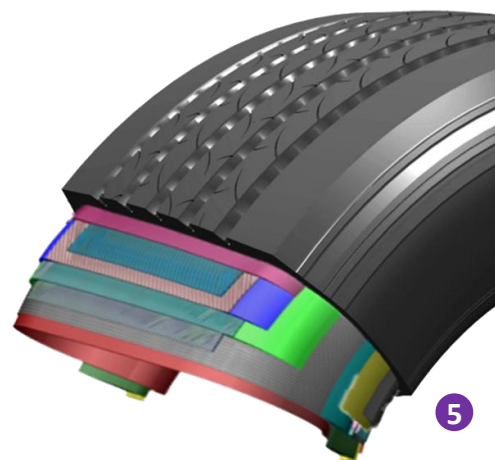


Dual siping design for best performance in slippery surfaces & straight circumferential groove to enhance traction control



Stress free and strong carcass for better retreadability

4



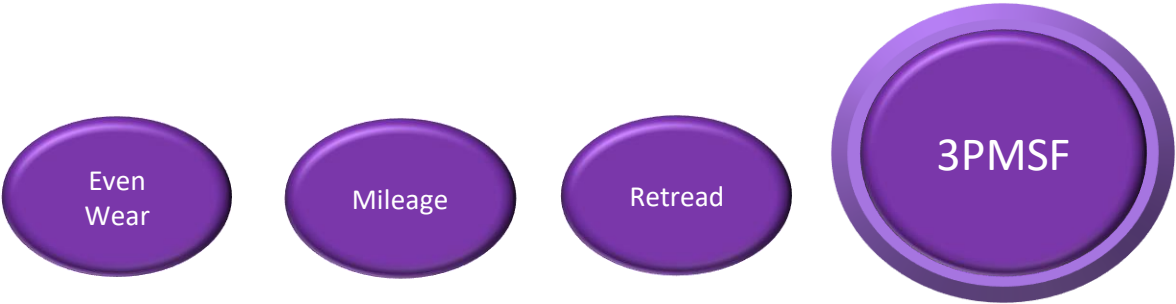
Tension Optimized Carcass for low fatigue & durability maximization

5

Apollo 385/65R22.5 Endu™Race RT2

USP ➡ Premium Performance in all seasons with best value for money

Axle Position



The New Endu™Race RT2 combines versatility, performance and excellent tyre life

- Even wear and outstanding performance in all season use thanks to our new tread design
- New compound and reinforce casing provide high milage, long tyre life, and durability.
- Unique groove design grant superior snow grip and best performance in slippery surfaces.

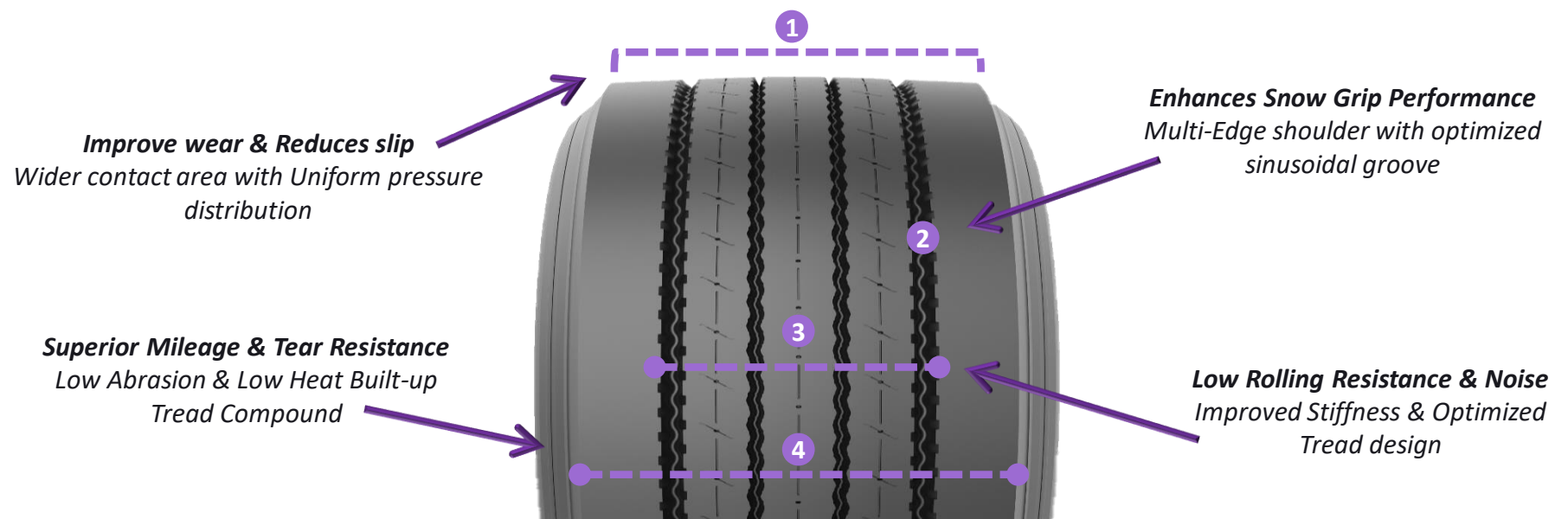
Endu™Race RT2 M+S

Tire Size	Load Index Speed Code	Section Width (MM)	Diameter (MM)	Statcal Radius (MM)	Rolling Circ (MM)			
385/65R22.5	164 K	382	1068	494	3236	B	B	69 A

Apollo 385/65R22.5 Endu™ Race RT2

Trade Pattern Design

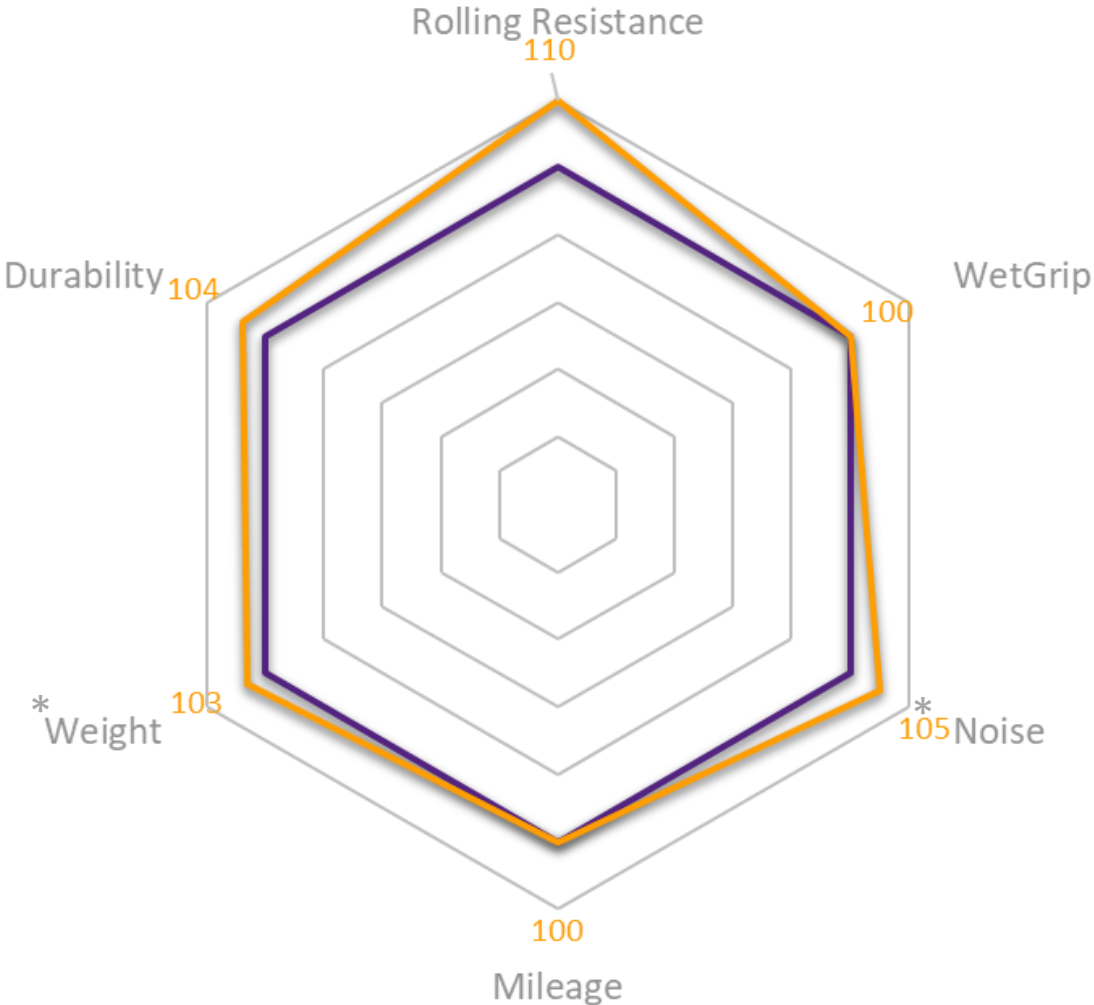
Axle Position



Apollo 385/65R22.5 Endu™Race RT2

Performance vs previous generation

Axle Position



— EnduRace RT — EnduRace RT2

**Index – Higher the better*

Apollo Product Range Focus Truck Regional

“Outstanding performance in medium & long distance in all weather condition with the best value for money for Your business”




Apollo Truck Regional Full Range

16










Regional 17.5
Endu™ Race RA
Endu™ Race RD

215/75 R17.5 RA 126/124 M (D/C/A71) 
215/75 R17.5 RD 126/124 M (E/C/B74) 
225/75 R17.5 RA 129/127 M (D/C/A71) 
225/75 R17.5 RD 129/127 M (D/C/B74) 
235/75 R17.5 RA 132/130 M (D/B/A71) 
235/75 R17.5 RD 132/130 M (D/C/B74) 
245/70 R17.5 RA 136/134 M (D/B/A71) 
245/70 R17.5 RD 136/134 M (D/B/B74) 





Regional 22.5
Endu™ Race RA
Endu™ Race RD/RD2

295/80 R22.5 RA 154/149 M (D/B/B73) 
295/80 R22.5 RD 152/148 M (E/B/B75) 
315/70 R22.5 RA 156/150 L (C/B/B73) 
315/70 R22.5 RD 154/150 L (D/B/B75) 
315/70 R22.5 RD2 154/150 L (D/A/B75) 
315/80 R22.5 RA 156/150 L (C/B/B72) 
315/80 R22.5 RD2 156/150 L (D/B/B76) 



Regional 22.5
Endu™ Race R Front
Endu™ Race R Front HD

385/55 R22.5 R Front 160 K (C/B/B73) 
385/65 R22.5 R Front 164 K (C/B/B73) 

Apollo Endu™ Race RA & RA HD

USP ➡ Long Life all/wheel tyres

Axle Position



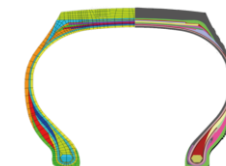
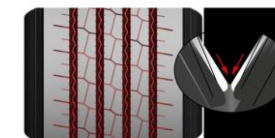
Even
Wear

Mileage

Retread

The Endu™ Race RA is a long-life all-wheel tyre developed for regional and distribution transport with high durability & outstanding performance in dry & wet handling.

- The tyre's sinusoidal grooves have been designed to optimize directional stability, excellent handling on the road in all condition and guarantee even wear
- Advanced slow-wearing compound together with an optimized footprint guarantees a long lasting mileage in line with Premium Competitors
- The tyre's reinforced casing brings its endurance to 1.5 times higher than the European standard regulatory requirements, increasing its retread potential



Endu™ Race RA & RA HD



Tire Size	Load Index Speed Code	Section Width (MM)	Diameter (MM)	Statcal Radius (MM)	Rolling Circ (MM)			
295/80 R22.5	154/149 M	300	1047	488	3193	D	B	73 B
315/70 R22.5	156/150 L	310	1014	468	3093	C	B	73 B
315/80 R22.5	156/150 L	311	1082	503	3300	C	B	72 B

Apollo Endu™ Race R Front & R Front HD

USP ➡ *High mileage steer tyre designed for precise handling*

Axle Position



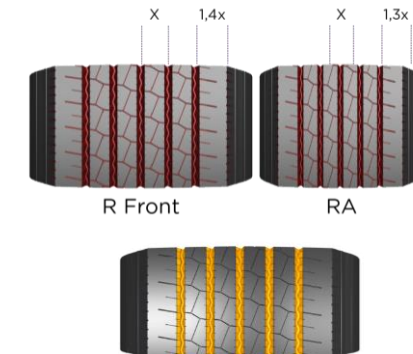
Even
Wear

Handling




Comfort

The Endu™ Race R Front is exclusively designed for your steer axle, providing excellent mileage with precise handling characteristics.

- The tyre has 10% higher width ratio between shoulder and center rib, compared to our all-wheel pattern, provides optimized directional stability and even wear
- Our optimized 5 groove design results in precise handling and better water dissipation to enhance safety in all conditions
- A comfortable Journey is guaranteed by full-depth sipes which relieve stress acting on the tyre.



Endu™ Race R Front & R Front HD

Tire Size	Load Index Speed Code	Section Width (MM)	Diameter (MM)	Statcal Radius (MM)	Rolling Circ (MM)			
385/55 R22.5	160 K	381	994	463	3012	C	B	73 B
385/65 R22.5	164 K	382	1068	494	3236	C	B	73 B

Apollo Endu™Race RD

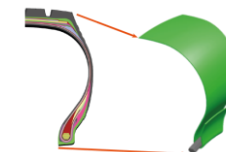
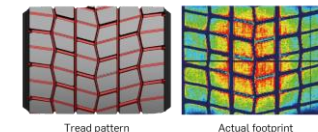
USP ➡ Long life tyre with excellent traction

Axle Position






The Endu™Race RD is a long-life drive tyre with optimum traction, developed for regional and distribution transport.

- The Tyre has optimized footprint provides excellent wet-grip through equal pressure distribution
- Our slow-wearing compound together with an optimized footprint delivers high mileage
- The tyre's reinforced casing brings its endurance to 1.5 times higher than the European standard regulatory requirements, increasing its retread potential.



Endu™Race RD

Tire Size	Load Index Speed Code	Section Width (MM)	Diameter (MM)	Statcal Radius (MM)	Rolling Circ (MM)			
295/80 R22.5	152/148 M	305	1060	493	3233	E	B	75 B
315/70 R22.5	154/150 L	309	1021	471	3114	D	B	75 B

Apollo Tyre Regional Segment Evolution (RA2 & RD2)

apollo
TYRES



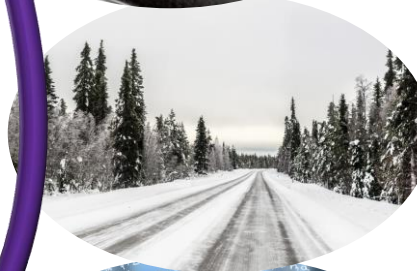
APOLLO
TYRES LTD



Versatile Product for the European market



Product suitable for multiple road conditions



Compliant with winter legislation



Total Cost of Ownership (TCO) Reduction

Apollo Endu™ Race RD2

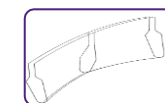
USP ➡ High Traction Regional Drive Tyre guarantee in all weather conditions

Axle Position



Endu™ Race RD2 is designed for medium & long-distance transport, outstanding traction performance in all weather conditions & excellent mileage.

- New tread design with unique Traction Elements for superior grip performance
- Innovative tread compound for premium mileage performance, even wear & tear resistance
- Outstanding performance in all weather conditions thanks to the new Apollo pattern with **HG Tech**



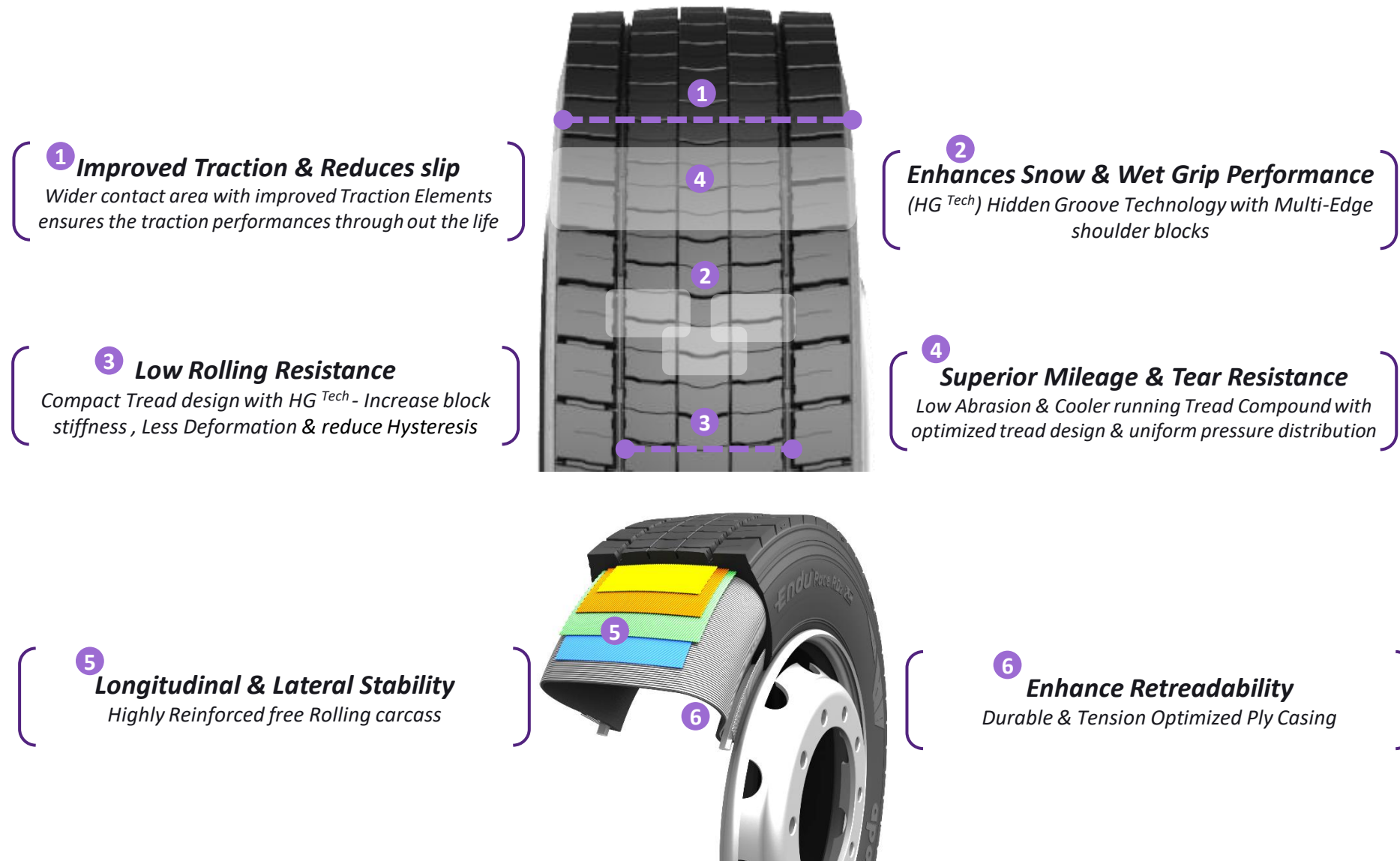
HG Tech

Endu™ Race RD 2 M+S

Tire Size	Load Index Speed Code	Section Width (MM)	Diameter (MM)	Statcal Radius (MM)	Rolling Circ (MM)			
315/70 R22.5	154/150L	309	1016	469	3099	D	A	75 B
315/80 R22.5	156/150 L	314	1082	503	3300	D	B	76 B

Apollo 315/80 R22.5 Endu™ Race RD2 Trade Pattern Design

Axle Position





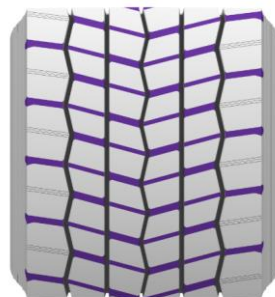
SAFETY

Initial Traction
Worn Traction
Snow Grip
Wet Grip

PERFORMANCE

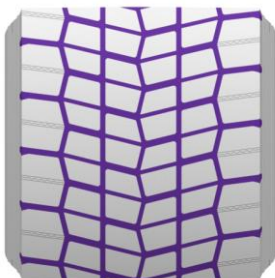
Rolling Resistance
Tyre Noise
Mileage

EnduRace RD



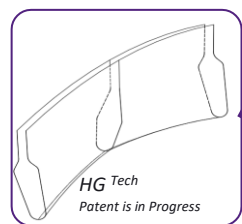
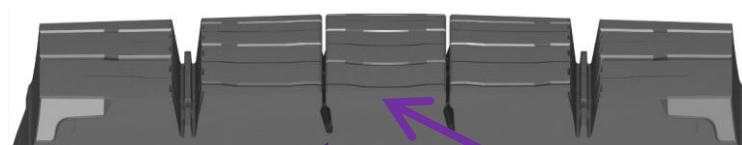
Traction
Elements

- Elements separated by grooves/sipes having their depth min 50% of tread depth.
- Traction Elements +15%



Wear Appearance
@ New Tyre

EnduRace RD 2 ^{new}



■ EnduRace RD2 ▨ EnduRace RD

Axle Position



Apollo Endu™Race RD2

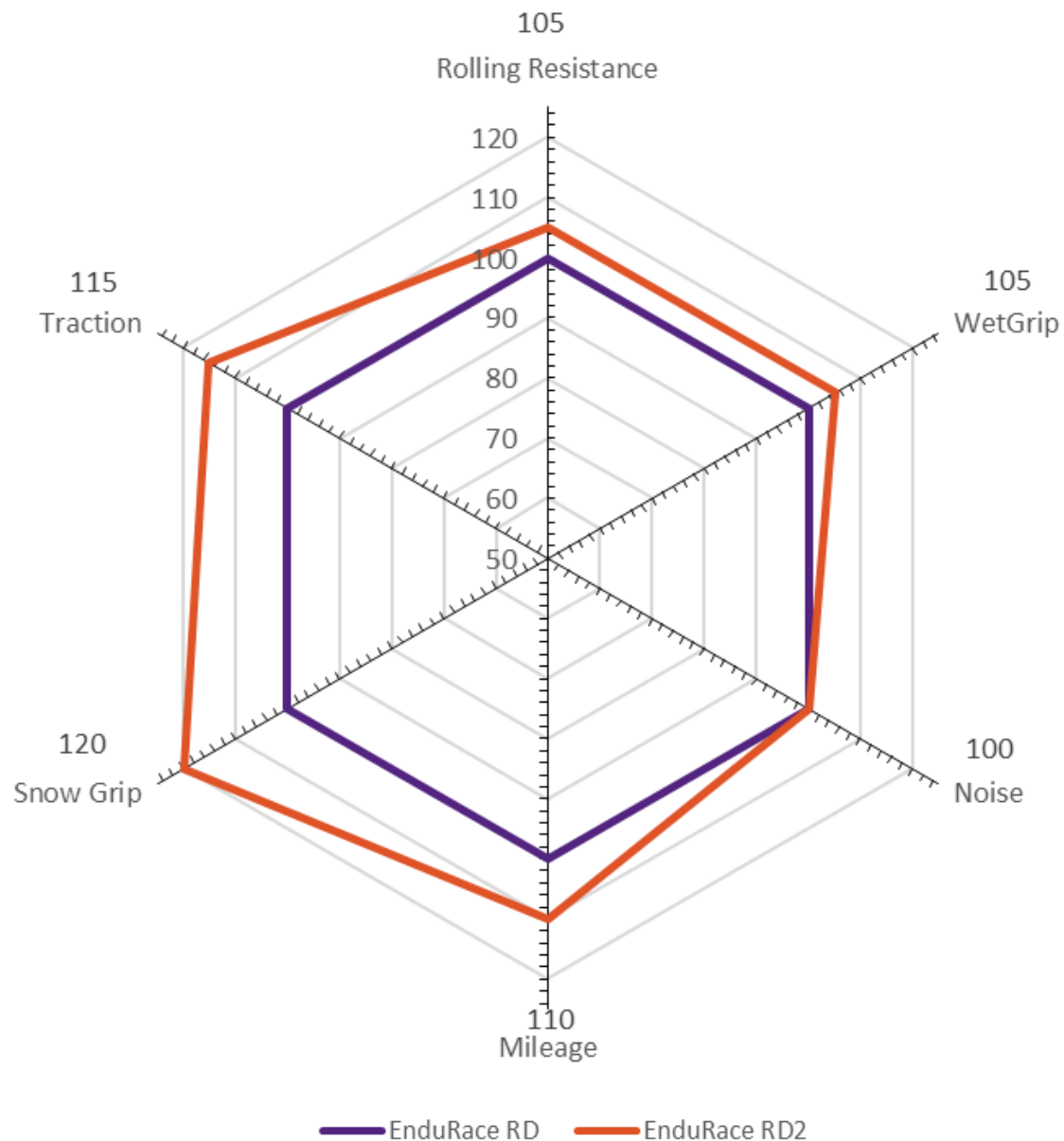
Performance vs previous generation

Axle Position



EnduRace RD2 – Key Development Objective

- ✓ Improved Traction
- ✓ Improved Tyre Noise
- ✓ Improved Rolling Resistance



Apollo Product Range Focus Mixed Segment

All our mixed range is manufactured in Europe to guarantee high reliability in on-off conditions with Performance in line with Top Premium Competitors"



Apollo Mixed Full Range



Mixed 22.5
Endu™ Trax MA
Endu™ Trax MA HD
Endu™ Trax MD

13 R 22.5	MA	156/150 K (D/B/B74)	
13 R 22.5	MD	156/150 K (D/B/B74)	
295/80 R22.5	MA	154/149 K (D/B/B74)	
295/80 R22.5	MD	152/148 K (E/B/B74)	
315/80 R22.5	MA	156/150 K (D/B/B74)	
315/80 R22.5	MD	156/150 K (E/B/B74)	
385/65 R 22.5	MA HD	164 K (C/B/B74)	

Apollo Endu™Trax MA & MA HD

USP ➡ Robust all-wheel tyre for high-mileage on and off-road usage

Axle Position



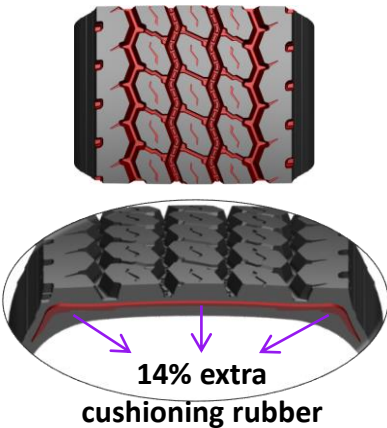
Robustness

Traction

Retread

Endu™Trax MA & MA HD is designed for mixed on and off-road usage, is a robust all-wheel and trailer tyre with excellent grip and high uptime.

- Our special compound delivers 11% improved cut and chip resistance compared to our regional all-wheel tyre, allowing you to make the most of your tyres in rough terrains
- The tyre's shoulder notches and deep block dual sipes significantly enhance handling in the most severe condition
- An extra 14% cushioning rubber between tread and belts compared to our regional all-wheel improves the tyre's impact resistance increasing its retread potential.



Endu™Trax MA & MA HD

Tire Size	Load Index Speed Code	Section Width (MM)	Diameter (MM)	Statcal Radius (MM)	Rolling Circ (MM)			
13 R 22.5	156/150 K	325	1120	519	3416	D	B	74 B
295/80 R 22.5	154/149 K	298	1052	490	3209	D	B	74 B
315/80 R 22.5	156/150 K	314	1081	502	3297	D	B	74 B
385/65 R 22.5	164 K	384	1072	496	3248	C	B	74 B

Apollo Endu™Trax MD

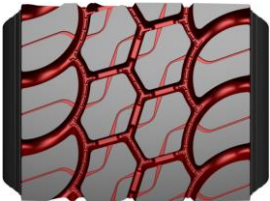
USP ➡ Robust Drive tyre for high-mileage on and off-road usage

Axle Position






Endu™Trax MD is specifically designed for mixed on and off road usage, is a robust drive tyre with outstanding traction and high impact resistance.

- Our special compound delivers 11% improved cut and chip resistance compared to our regional drive tyres, allowing you to make the most out of your tyres in rough terrains
- Grooves geometry and cap shaped tie bars make the tyres self-cleaning for better traction, even wear and stability
- An extra 14% cushioning rubber between tread and belts compared to our regional drive tyres improves the tyre's impact resistance, integrity and increase its retread potential



Endu™Trax MD

Tire Size	Load Index Speed Code	Section Width (MM)	Diameter (MM)	Statical Radius (MM)	Rolling Circ (MM)			
13 R 22.5	156/150 K	325	1129	523	3443	D	B	74 B
295/80 R 22.5	154/149 K	298	1057	492	3224	E	B	74 B
315/80 R 22.5	156/150 K	314	1094	508	3337	E	B	74 B

Apollo Product Range Focus Coach Segment

*“Premium Performance with
Comfort and Safety for your Coach”*



Apollo Coach Full Range



Coach 22.5
Endu™ Comfort CA

295/80 R22.5 154/159 M (C/B/A69)

Apollo 295/80 R22.5 Endu™ Comfort CA

Axle Position

USP ➡ Premium Performance with Comfort and Safety for your Coach



Mileage

Low Noise

3PMSF

Endu™ Comfort CA is designed for medium & long-distance transport for all weather conditions with even wear providing excellent mileage and comfort.

- Innovative tread compound for premium mileage performance, even wear and excellent grip
- Unique tread design for low noise emission and high riding comfort for drivers & passengers
- Outstanding performance in all weather conditions thanks to our groove design technology

Endu™ Comfort

Tire Size	Load Index Speed Code	Section Width (MM)	Diameter (MM)	Static Radius (MM)	Rolling Circ (MM)			
295/80 R22.5	154/149 M	299	1047	488	3193	C	B	69 A

295/80 R22.5 Endu™ Comfort CA

Axle Position



1 *Wet & Snow Grip Performance*
Zigzag Grooves with multiple edges enhances Wet & Snow Grip Performance

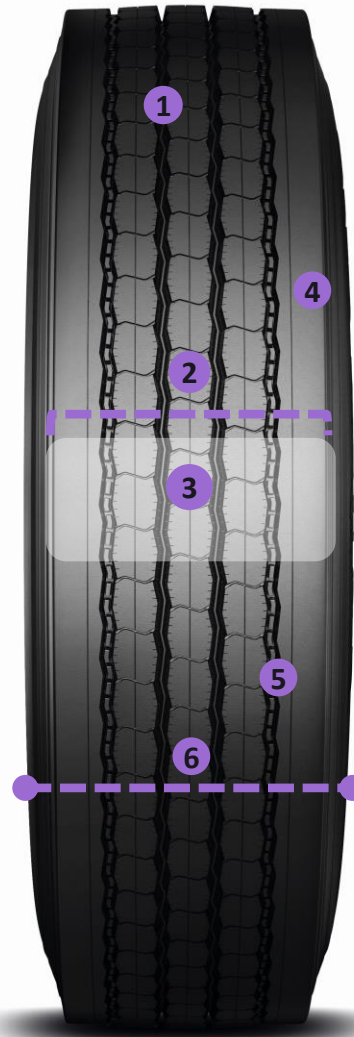
2 *Tyre Noise & Handling Performances*
Optimized five Rib tread design improves Tyre Noise & Handling Performances

3 *Uniform Wear Performance*
Wider Contact with uniform pressure distribution promotes uniform wear

4 *Superior Mileage & Tear Resistance*
Low Abrasion & Cooler running Tread Compound delivers mileage in line with Top premium brands

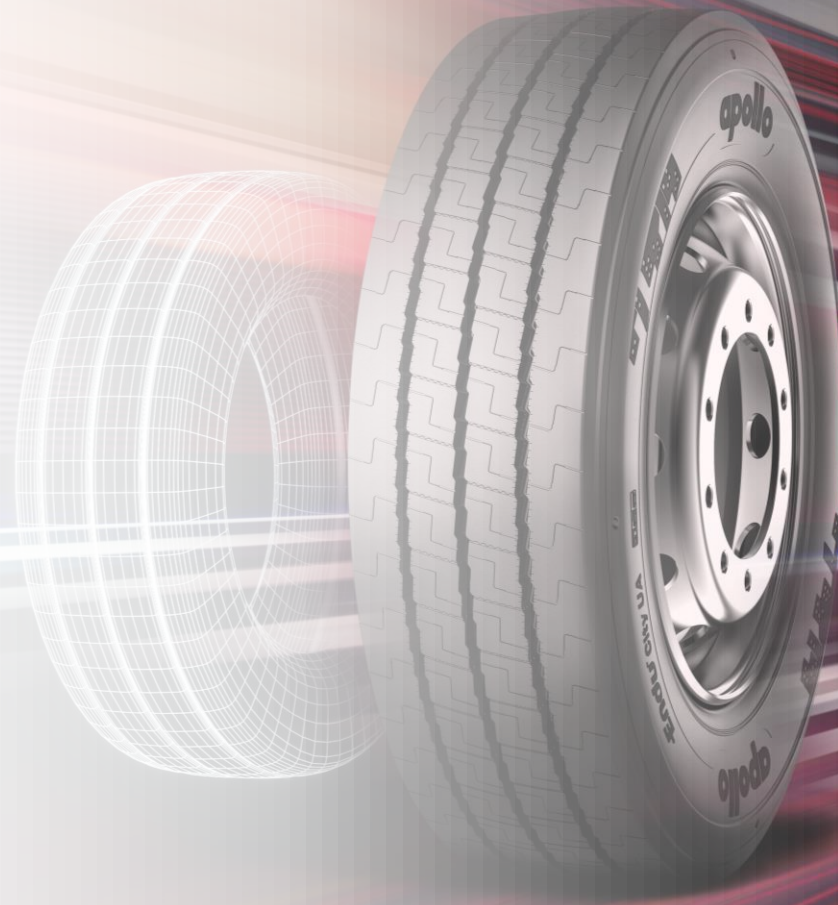
5 *Enhanced Groove Protection*
Groove base protectors offers Groove protection against stone drilling

6 *Enhanced Retreadability*
Durable & Tension Optimized Ply Casing for better Retreadability



Apollo Product Range Focus Urban Segment

***“Efficiency, Safety and Traction for
better urban mobility”***



Apollo Urban Full Range



Urban 22.5
Endu™ City UA

275/70 R22.5 148/145 J (D/C/A70)

Apollo 275/70 R22.5 Endu™City UA

USP ➡ Efficiency, Safety and Traction for better urban mobility

Axle Position



Mileage

Safety

Traction

The Endu™City UA is designed to offer excellent mileage, guaranteed safety and high traction in all weather condition.

- Innovative tread compound for superior mileage, even wear and excellent grip performance on wet and slippery surfaces
- Reinforced sidewall with high impact resistance to enhance safety and minimise damage from kerbs and other road hazards
- Optimized pattern design for City Bus usage to secure stability, traction and braking performance in stop-and- go traffic

Endu™ City M+S

Tyre Size	Load Index Speed Code	Section Width (MM)	Diameter (MM)	Statcal Radius (MM)	Rolling Circ (MM)			
275/70 R22.5	148/145 J	272	961	446	2931	D	C	70 A

275/70 R22.5 Endu™City UA

Axle Position



1

Traction & Breaking Performance

Zigzag Grooves & deep siping ensure traction in Wet & Snow Grip condition and reduce breaking distance performance

1

3

2

4

3

Superior Mileage

Low Abrasion & Cooler running Tread Compound delivers mileage in line with Top premium brands

2

Handling Performances

Central Blocks designed with a “dual wavy siping” connected with multidimensional blades enhance block stability for a better handling performance and uniform wear

Enhanced Retreadability

Highly durable & reinforced carcass for improved durability & better retreadability

4

5

Sidewall Protection

Dedicated technology to reinforce the sidewall with high impact resistance and prevent casing damage

5

6

Dedicated Wear Indicator

Sidewall Wear indicator to have better control on the tyre life & enhance safety

6

Apollo Product Range R-evolution



“Our vision in TBR division is to be one of the TOP player in the European Truck & Bus industry by providing Best-in-Class products and following our company values which helps us to add more value to our business partners and customers!”

Product Road Map Strategy



Product Development



CUSTOMER SAFETY

- WET GRIP
- TRACTION
- BRAKING DISTANCE
- RESISTANCE (ON/OFF)



COST EFFICIENCY

- FUEL SAVING
- MILEAGE
- EXTENDED TYRE LIFE



ECO SUSTANABILITY

- REDUCED CO2 EMISSION
- LOWER NOISE
- COMPOUNDS

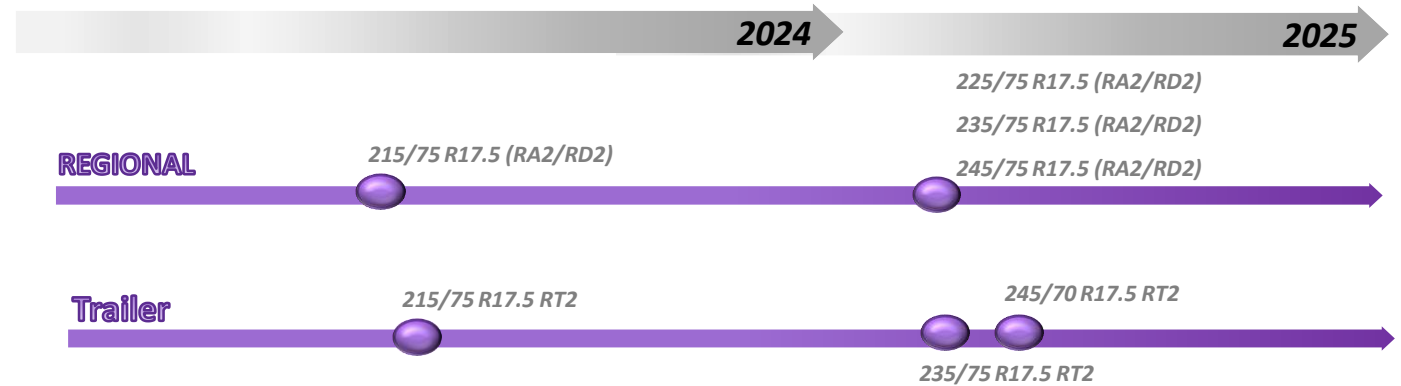
Apollo Road Map FY23



Apollo Range Focus 17.5



apollo
TYRES



Market
Coverage

80%

- Market Coverage stable at 80%
- No Additional sizes, but strong improvements of current range performance (Generation 2)
- Trailer Segment focusing on new Speed Index in **K & 245/70 double LI at 146F**
- Truck range focusing on better **RR & LI** performance

Apollo Range Focus 19.5



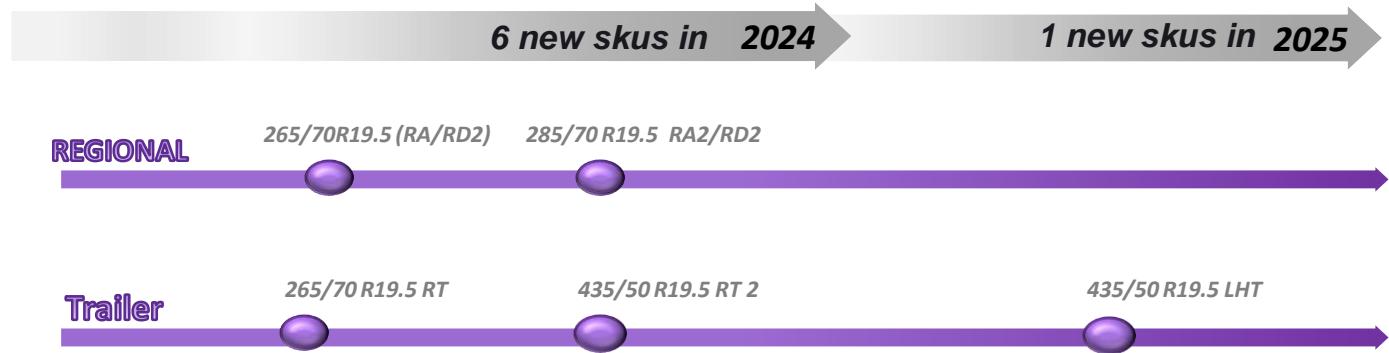
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Market
Coverage

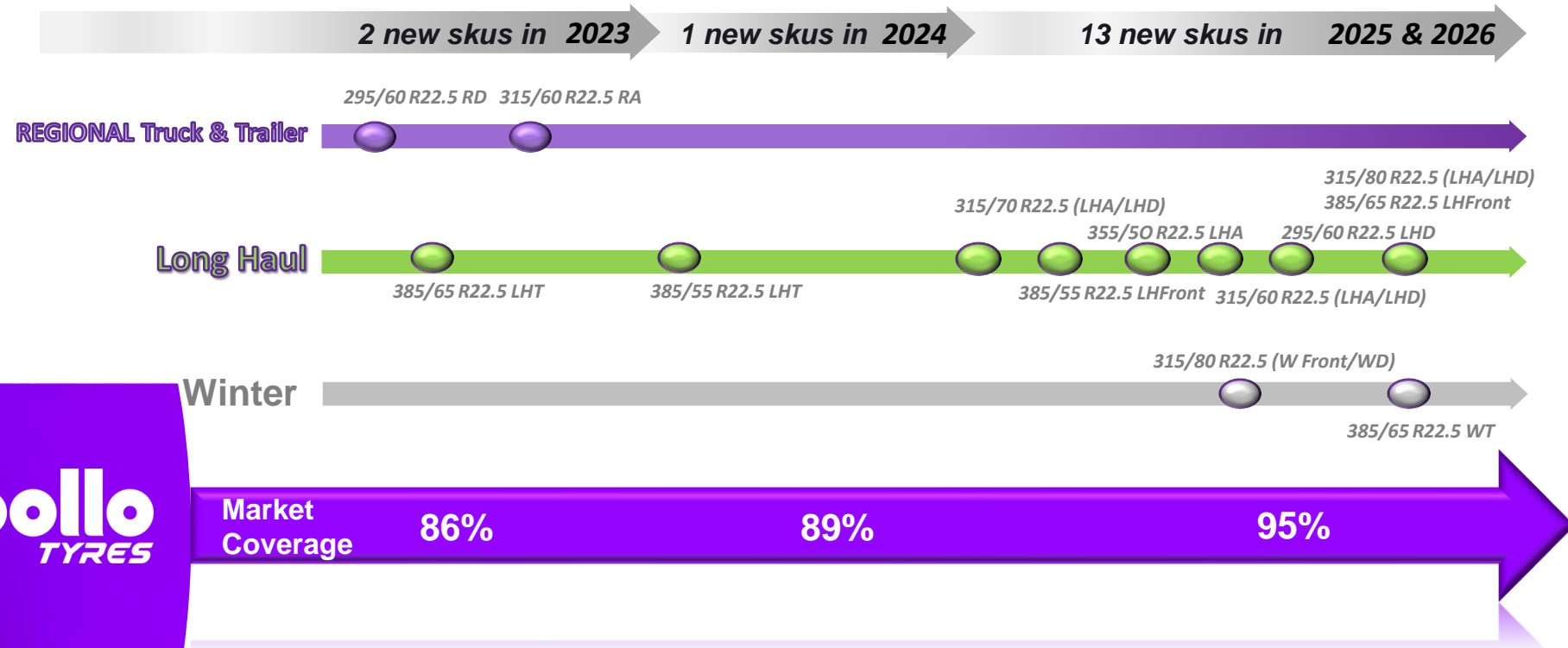
65%

71%

- Apollo is introducing the top 7 market sizes
- Market Coverage at 71% in FY25
- High focus on RR, WG & Mileage



Apollo Range Focus 22.5



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- Apollo Range moving from 21 to 37 skus:
- #3 Regional – consolidation on current range & introduction of 60 series in FY23
- #12 LH – Introducing key sizes both in Trailer & Truck
- #3 Winter – Focus 3 top sizes in Truck & Trailer usage
- Market Coverage from 86% in FY22 to 95% in FY26



Thank you

apollo
TYRES

VREDESTEIN
TYRES