



MEDIA RELEASE

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PRESENTING THE NEW ASPIRE 4G TYRE

Following the successful introduction of the Apollo 4G tyre range in Amsterdam in May 2013, the new Apollo Aspire 4G tyre has been launched into the South African market.

Designed at Apollo Vredestein's Research & Development laboratory in The Netherlands, this 4th generation tyre from Apollo Tyres Limited is part of an advanced range of superior technology passenger vehicle tyres, across all segments, and is ideally suited for the modern motorist.

Aspire 4G is a high performance tyre with a W/Y speed rating. The asymmetric design is available in 16" - 18" and is marked for vehicles in the premium and luxury segment.

Apollo Aspire 4G's minimalistic design caters for superior handling in wet and dry conditions and shorter braking distance and low noise. The wide outer shoulder with narrow intermediate grooves leads to better contact for dry handling. Three wide circumferential grooves reduce aquaplaning and heighten grip in wet conditions. The centre rib, which is optimised for stiffness, lends to higher steering precision.

The Aspire 4G responds easily and precisely to any unexpected steering corrections, providing maximum driving safety, especially through the optimised contour and a wider contact surface. The unique mix of raw materials ensures maximum traction and shorter braking distances on wet and dry surfaces.

In addition to being tested on global test tracks, the 4G range has also been tested in many international markets for everyday usage by participating motoring consumers. The Aspire 4G boasts a contemporary design with best in class performance and is endorsed by some of the world's leading test agencies.

ENDS



The Aspire 4G



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About Apollo Tyres South Africa (Pty) Ltd

Apollo Tyres South Africa (ATSA) is a subsidiary of Apollo Tyres Ltd, a multinational tyre manufacturer with India, South Africa and Netherlands as if manufacturing locations. Headquartered out of Durban, South Africa, ATSA manufactures and sells high performance tyres for every motoring application. Dunlop is the foremost brand sold in 32 African countries. The company also has manufacturing facilities and distribution network in Zimbabwe.

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