

MEDIA RELEASE

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DUNLOP GIVES A STYLISH TWIST TO TYRE CARE TIPS

Tyres are one of those products that people often take for granted, until something goes awry and then it becomes an urgent priority. Tyre care also isn't the most exciting of topics but Dunlop has changed that perception with their new range of fun, animated tyre care video clips available on YouTube.

As part of the innovative digital drive currently being rolled-out by Dunlop in the form of Facebook and Twitter platforms and Smartzone motoring apps; Dunlop has also undertaken the development of the animated tyre care clips to promote education and safety in a manner that can be easily understood by a diverse audience.

Currently playlisted on their YouTube channel under Dunlop Tyres SA, the vibrant and contemporary clips have an easy-going retro appeal and are sure to be an instant hit with viewers. The clips work their way through some of the more basic tyre guidelines detailing the reasons why tyres should be balanced, aligned and rotated regularly, as well as explaining tread depth indicators, sidewall markings and the dangers of incorrect inflation.

Even if you're not in the market for a new set of tyres just yet, or don't have any issues with your tyres, make sure to check out the clips for a bit of fun and insight. These valuable tips will be sure to save you money down the line.



Check out the "tyre tips" playlist under the YouTube channel Dunlop Tyres SA, or follow this link:
http://www.youtube.com/watch?v=gA9LS-4HW4E&list=PLIG6COHcWFI9Iy_tbFrWwNq8AjOi2QQ-t

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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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