

July 2013

## DUNLOP TAKES POLE POSITION FOR TYRES IN TGI ICON BRANDS SURVEY

Dunlop has achieved top position in the Tyre Brands section as published in the TGI ICON Brands Survey 2013/2014 report on July 21<sup>st</sup>.

TGI, in partnership with City Press and Rapport, serves to establish which brands, from a South African perspective, are the most used and loved by South Africans across age, income, race and language spectrums. These brands define a common experience, to which South Africans are committed in a real sense: they put their money where their mouths are to demonstrate this commitment. In other words, it's not about simply liking the brand, it is about USING the brand.

South Africans have voted, and steered Dunlop to the top of the tyre category. The ICON Brand Survey by TGI is the largest of its kind. More than 14,000 people were surveyed, representing 19.5 million adult South African consumers. Nine industries were represented and over 8,000 brands were included in the measurement.

Apollo Tyres South Africa is delighted that the Dunlop brand has, once again, proven to be THE tyre of choice amongst a wide spectrum of South African consumers, and the company is confident that with the brand's rich heritage and proven product performance, will continue to remain a sought after brand in the future.

The company would like to extend thanks to the Dunlop Zone dealerships and independent distributors who, as the ambassadors for this product, are greatly responsible for its success in the marketplace. Also a special thanks to all our staff that live the brand ethos 'Driven by Precision' and who have helped bring this high quality product to the South African market.

**ENDS**

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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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