

26 March 2014

Vredestein launches Classic website at Techno-Classica

Dutch tyre brand showcases unique cars with prizewinning Vredestein Sprint Classics

The 26th edition of Techno-Classica will take place in Essen from 26 to 30 March this year. Apollo Vredestein will offer this prestigious gathering of classic car enthusiasts an exclusive opportunity to participate in the launch of its new Classic website. Visitors to the Vredestein stand will also be able to use the new portal and have a chance to win a wild card for the Bodensee Klassik Rally. Meanwhile, the Classic range of tyres by Vredestein will also be showcased at the stand (Hall 3, Stand 437), including the recent test winner, Vredestein Sprint Classic.

Classic website for Classic range

Vredestein's new website, classic.vredestein.com, especially designed for owners of vintage cars, offers a rich assortment of classic tyres which combine the nostalgic look of yesteryear with the very latest technology. This segment differs from the contemporary Vredestein range and has a very specific target audience. In addition to a general outline of the Vredestein Classic range, the site includes a tyre selector that gives advice on the most suitable tyres for nearly four thousand different classic cars and young timers. The dealer selector can then be used to quickly find the nearest dealer who can deliver the desired tyres. During the exhibition, visitors will also be invited to participate in a contest, which makes use of the new website. The winner will receive a wild card entry for the Bodensee Klassik Rally.

Vredestein Sprint Classic wins classic test

The American magazine *Retro Rubber* recently subjected three very popular tyres in the classic segment to a series of tests. The Vredestein Sprint Classic took on the XZX Michelin and Firestone F560 and came out as the clear winner. The magazine praised the Vredestein Sprint Classic for its excellent braking performance, high level of comfort and low exterior noise. The Vredestein Sprint Classic is the most popular tyre within Vredestein's Classic range and is available in eighteen sizes. For some time now, Vredestein has also been supplying the tyre with a white sidewall in four sizes. During Techno-Classica, the Vredestein Sprint Classic will be showcased fitted on a DKW 3 = 6 F91 Monte Carlo and a super exclusive Citroën Le Dandy coupé, among others.

For further information please contact:

Romy uit het Broek

+31 (0)53 4888439

romy.uithetbroek@apollovredestein.com

About Apollo Vredestein B.V.

Apollo Vredestein B.V. is part of Apollo Tyres Ltd., a young, ambitious and dynamic company with a unique identity. Apollo Vredestein B.V. is a multinational business concern that includes the A-brand Vredestein in its portfolio. We design, manufacture and sell top quality tyres for two wheelers, cars and commercial vans as well as a range of agricultural and industrial applications.