

March 30, 2016

## Apollo Tyres appoints Senior Vice President for North America

**This new position will be based out of New Jersey**

Apollo Tyres, the leading tyre manufacturer, has appointed **Steven Smidlein** as the Senior Vice President for North America. Based out of the New Jersey office and reporting to Neeraj Kanwar, Vice Chairman & Managing Director, Apollo Tyres Ltd, Steven Smidlein would be responsible for building the brand and sales in North America for both, Apollo and Vredestein.

Commenting on this appointment, **Neeraj Kanwar, Vice Chairman & Managing Director, Apollo Tyres Ltd** said, "With North America almost being an uncharted territory for us, Steven's 30+ years of sales management and retail experience, especially in the automotive sector, will help establish both Apollo and Vredestein brands in this continent. We would be relying on his proven ability to grow market share, with a focus on delivery of aggressive sales targets."

Steven brings with him an extensive experience in the automotive sector. Recently, he held the position of Director, OE Sales for a leading tyre maker in North America. Prior to that, he was associated with Daimler Chrysler as its Corporate Director.

*(ends)*

**For further details contact:**

ROHIT SHARAN, +91 124 2721000, [rohit.sharan@apolloytyres.com](mailto:rohit.sharan@apolloytyres.com)

**About Apollo Tyres Ltd**

Apollo Tyres Ltd is an international tyre manufacturer and the leading tyre brand in India. The company has manufacturing units in India and The Netherlands. It is setting up a new manufacturing facility in Hungary, with a planned investment of €475 million. The company markets its products under its two global brands – Apollo and Vredestein, and its products are available in over 100 countries through a vast network of branded, exclusive and multi-product outlets.

**Apollo Tyres Ltd.**, 7 Institutional Area, Sector 32, Gurgaon 12001, India, T: +91 124 2721000

[www.apolloytyres.com](http://www.apolloytyres.com) | <https://www.facebook.com/ApolloTyresLtd> | [www.linkedin.com/company/apollo-tyres-ltd](http://www.linkedin.com/company/apollo-tyres-ltd)