

Apollo embarks on a promotional tour for its industrial tyres across 8 countries in Europe

Apollo launches a European campaign to introduce its full range of industrial tyres to end users and tyre specialists.

Titled as the 'Apollo Industrial Tyres — New in Europe', the six months promotional tour will see Apollo Vredestein specialists visiting eight countries and introducing Apollo industrial tyres in a unique way to as many users and dealers as possible. Almost all types, sizes and profiles have been mounted into the Volkswagen Crafter that has been specially designed for this promotional tour.

Through this tour, Apollo is offering end users the opportunity to see its range of high quality products in person. By embarking on this European promotional tour, the industrial tyre specialists from Apollo Vredestein are both literally and figuratively living the company's philosophy— 'Go the distance'. The tour will begin in Germany and the team will travel to the Netherlands, Sweden, Denmark, Switzerland, France, Spain and Italy. From north to south, the Apollo Vredestein team will be visiting end users such as road construction companies, machine hire companies, machine dealers and specialist tyre dealers and showcase the qualities of the new products.

Currently, the Apollo brand offers a range of products for the mobile excavators and compactors customers. Recently, the product range has been expanded with tyres for backhoe loaders, industrial telescopic handlers and compact skid-steer loaders. These new Apollo products will enable Apollo Vredestein to serve an even broader segment of the industrial tyre market and build further on the brand's growth in Europe. Meanwhile, Apollo industrial tyres have thoroughly proven themselves and received considerable praise for their reliability, comfort, traction and stability. (pls add any proof points if you have)

Apollo AIT 416 / AIT 426: for backhoe loaders, telescopic handlers and compact wheel loaders

The Apollo AIT 416 is already widely used in tasks such as earthmoving, with excellent practical results. This tyre line has now been expanded with the size 18.4-26, which is popular for fitting on the rear axle of backhoe loaders due to its high load capacity. The addition of the 18.4-26 means that the range now comprises six sizes, allowing Apollo to comprehensively cover the usual size range for diagonal industrial tyres for these versatile machines.

Apollo ARC 317: for compactors

The Apollo ARC 317 has a characteristic R3 diamond tread pattern with a high tread depth for a long life. The high air volume offers a high load capacity which makes this tyre most suitable for compactors

Apollo ASR 614: for compact skid-steer loaders

The ASR 614 is characterised by its very high traction. The special rubber compound for the tread has a high wear resistance and also offers good protection against penetration by sharp objects. A robust protective edge adds to the tyre's strength. This tyre is the brand's response to demands for tyres for compact skid-steer loaders. Apollo offers the two most important sizes for these highly manoeuvrable construction machines, namely 10-16.5 and 12-16.5

Apollo AWE 713: for mobile excavators

The Apollo AWE 713 product line is completely new. These tyres are distinguished by their long lifespan, great traction properties and excellent stability. Developed exclusively for mobile excavators, the tyres also have an impressive price/quality ratio. Three new sizes – 9.00-20, 10.00-20 and 11.00-20 – are introduced to the European market recently.



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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-brands, Vredestein and Apollo, in its portfolio. The company designs, manufactures and sells top quality tyres for two wheelers, cars and commercial vans as well as a range of agricultural and industrial applications.

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