

4 March 2014

## Prominent presence for Vredestein at Geneva Motor Show

*Collaboration with premium partners: from customised tyres to innovative front spoiler*

*The 84<sup>th</sup> edition of the Geneva Motor Show takes place from 4 to 16 March, 2014. During the world's top automotive event, the Vredestein brand will present many new sizes in its summer range, as well a very special cooperation with Porsche. Not only will the Dutch brand be present at its own stand - Vredestein tyres will also be exhibited on sports cars by Premium Styling-partners Mansory, HAMANN and Carlsson.*

### **Air Master by Vredestein: variable front spoiler for new Porsche 911 Turbo**

In an exclusive partnership with Porsche, the R&D team of Apollo Tyres Ltd. developed a new variable front spoiler for the recently introduced Porsche 911 Turbo and 911 Turbo S. Branded as 'Air Master by Vredestein', the spoiler is made with specially developed EPDM (ethylene propylene diene monomer) rubber. This combines the flexibility to adapt to the required aerodynamics in all weather conditions and ambient temperatures with the strength and elasticity to withstand impact damage from road particles.

At low speeds, the spoiler retracts beneath the bumper to ensure maximum ground clearance, allowing the 911 turbo to pass speed bumps without a hitch. At higher speeds, the spoiler extends on the outside to optimise the airflow around the wheels and reduce fuel consumption. In the performance position, the spoiler is fully extended to create extra downforce on the front wheels which, combined with the fully extracted rear wing, results in exceptional road-holding.

### **Vredestein summer offensive: expansion of size package for various summer tyres**

This year, Vredestein is expanding its summer tyre range with dozens of new sizes, including no less than 20 new sizes of the Ultrac Vorti, specifically developed for powerful SUVs and sports cars, as well as six new sizes of the Ultrac Vorti R, the tyre for super sports cars such as the McLaren MP4-12C, the Lamborghini Gallardo and, of course, the Porsche 911 Turbo S. The size package of the T-Trac 2, the reliable tyre for more common cars, will be expanded with 18 sizes.

### **Sportrac 5 also for SUV and CUV**

Vredestein has identified a considerable growth in the mid-size SUV segment, with cars such as the Audi Q5 and Range Rover Evoque. The market for Crossover Utility Vehicles is also on the rise. The Sportrac 5 is an extremely quiet and comfortable tyre that ideally suits the character of these SUVs and CUVs. The already extensive size package of the Sportrac 5 will be expanded with no less than 11 new inch and width sizes specifically for these segments.

## **Vredestein Premium Styling tyres at premium partners**

Vredestein is known for its partnerships with various premium partners in the automotive industry. During the Geneva Motor Show, the successful collaboration with designer Giugiaro will be highlighted with the white Giugiaro Parcour, for which Vredestein developed custom tyres.

Vredestein will also be represented at various other stands. Premium stylerMansory, for example, is presenting two world premieres on Vredestein tyres. The Mansory Bentley Flying Spur will be fitted with the Ultrac Vorti and the Rolls Royce Wraith with the Ultrac Sessanta. The styled cars by Vredestein partners HAMANN and Carlsson will also be shown at the Geneva Motor Show featuring various tyres from the Premium Styling by Vredestein concept.

## **Visit us at Geneva Motor Show**

We kindly welcome you to visit us at Geneva Motor Show: Hall 1, booth 1230.

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### **For further information please contact:**

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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-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.