

September 15, 2015

## Vredestein joins forces with MANSORY at the IAA and presents new #ROCKTHEROAD campaign

*Apollo Vredestein's partnership with the world's leading premium styling partners will culminate at the upcoming IAA in the form of a joint stand with the German company MANSORY. The stand will showcase several new and unique creations by MANSORY equipped with Vredestein tyres. In addition, the IAA will mark the starting point for the biggest online campaign in the history of Vredestein: #ROCKTHEROAD*

### **MANSORY: more than tradition, more than racing**

Founded in 1989, MANSORY's focus has been to refine luxury cars like Rolls-Royce, Bentley and Aston Martin. With hand crafting and sophisticated technology as core values, the company has seen incredible growth in the past. A team of more than 200 employees fulfil nearly every automotive desire of its exclusive clientele. To make sure a MANSORY car performs to its full potential they are fitted with Vredestein tyres. These tyres help the vehicles deliver top performance and are aesthetically appealing as well.

### **New high-profile media campaign: #ROCKTHEROAD with Vredestein**

On 8 September, Ibiza, in Spain, was the stage for the launch of a very special campaign. Vredestein announced its cooperation with DJ Hardwell, twice voted the world's best DJ, and the Spanish racing development driver, Carmen Jordá. Together, they will combine the dynamic Vredestein driving experience with the lively beats of DJ Hardwell, to create a unique track inspired by the driving skills of Jordá.

#ROCKTHEROAD, the biggest online campaign in the history of brand Vredestein, will be rolled out in time for the winter season. The focus on music and an extensive use of social media marks a new beginning for Vredestein in terms of its marketing strategy. "This campaign is introducing a new brand positioning for Vredestein," explains Marco Paracciani, Chief Marketing Officer, Apollo Tyres Ltd., "We are focusing on a younger audience which loves cars and the thrill of driving."

[www.rocktheroad.com](http://www.rocktheroad.com)

[www.facebook.com/vredestein](http://www.facebook.com/vredestein)

[www.twitter.com/vredestein](http://www.twitter.com/vredestein)

[www.instagram.com/vredestein](http://www.instagram.com/vredestein)

### **Stand location**

Hall: 5

Stand: B16

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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 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.