

Vredestein tyres now available from Dunlop Zones

Apollo Tyres South Africa has announced that the exclusive Dutch-engineered Vredestein tyre brand is now available in South Africa at Dunlop Zones. The niche-market tyres are designed for top-end cars and SUVs.

Vredestein is one of the most elite performance tyre brands in Europe. Manufactured in Enschede, The Netherlands by Apollo Vredestein, the range offers superior safety, performance and handling to top-end vehicles and SUVs.

In 2008, Vredestein celebrated its 100th anniversary. A century that has had the company move from specialising in the production of a wide array of rubber products to a focus on manufacturing one of the premium tyre brands in Europe.

Today, as Apollo Vredestein, the company produces over 6 million tyres a year across a variety of applications, with a reputation for trusted, ultra-high-performance products that carry a stylish edge and are ideally suited to top-end vehicles.

Vredestein tyres are engineered to meet and surpass all safety criteria, including the stringent European safety standards and have been awarded top marks in many leading international tyre tests. Vredestein's Sportrac 5 has been named as *Autosport* magazine's Recommended Tyre of the Year 2012.

Since 1997 the Vredestein brand has been collaborating with the world-famous Italian design consultancy, Giugiaro Design. Giugiaro's design achievements have ranged from the very first Volkswagen Golf and the BMW M1 to famous cars for Alfa Romeo, Ferrari, Maserati, Bugatti and Lamborghini.

Superior road handling and performance

Premium Styling by Vredestein is a concept around which tyres are created to guarantee superior road handling and performance with an extra elegant and stylish appearance. Offering a unique combination of lifestyle and technology, Premium Styling tyres are those tyres from the Vredestein range designed specifically to complement and enhance the most desirable and stylish top-end niche vehicles.

The following flagship Vredestein products are now available in South Africa: the Ultrac Vorti, Ultrac Sessanta, Ultrac Sessanta SUV, Ultrac Cento, Sportrac 3, Quatrac 3, Quatrac 3 SUV, Sportrac 5, Sprint Classic, Hi Trac 2 and Comtrac.

Apollo Tyres South Africa's CEO, Dr Luis Ceneviz, said: "We are excited about the addition of this prestigious European brand to our product range. The tyres, which are designed to complement top-of-the-range performance cars and SUVs, will only be available at Dunlop Zones. We are confident that Vredestein is going to gain positive review and a loyal customer base in this niche market."

For more information on the Vredestein product range, or to find a dealer in your area, call Apollo's Share Call Line on: 011 335 722, or go to www.vredestein.co.za.