

# ZC 中策家苑

ZHONGCE Club 16

## family

2016



Sustained innovation and steady development P3

The Globalization of Zhongce Rubber P5

ZC Rubber Thailand opens after 8 months construction P11



ZHONGCE RUBBER GROUP CO., LTD.

[www.zc-rubber.com](http://www.zc-rubber.com)



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# Sustained innovation and steady development

ZC Rubber Group Chairman & President Jinrong Shen



Year 2015 witnessed a slow economy in China and worldwide market. The tire industry suffered from the declining demand brought by the slow economy and tough competition coming from the oversupply. However in such a difficult year, ZC Rubber still keep steady development and remain the ranking of global top 10 tire manufacturers with the support and trust from our distributors and customers all over the world. On behalf of 28,000 ZC Rubber employees, I shall express the sincere regards and the heartfelt gratitude to the all of you, and thank you very much for your hard work and constant contribution to promote the sales of ZC Rubber products in such a tough market.

Year 2015 is crucial for ZC Rubber on the path of globalization. We had scored remarkable achievements on the global development of production, marketing and service. We hosted the grand opening ceremony in June 2015 for ZC Rubber Thailand Company, which are equipped with the most advanced facilities and technology. The foundation presents the first milestone for globalized production of ZC Rubber who will continue the expansion in other countries. ZC Rubber introduced plenty of new products special designed for the demand of different market segments. ZC Rubber keeps on investing on the global branding and marketing by the establishment of flagship stores in various countries and worldwide advertisement. Furthermore the opening of global sales and service subsidiaries, such as U.S., Brazil, and Europe (in preparation) will help us to respond quickly and effectively to the requirements and concerns from end users.

ZC Rubber expected the coming year 2016 will be still full of business opportunities. The market will keep on pushing us to introduce

new products, new technology, and new business modes (such as online stores) to meet the demand from the distributors and end users. The improved quick service will promote the satisfaction of customers. Continuous support on marketing and advertising will enhance the brand awareness. Besides the world economy will experience a slow but promised recovery after the tough 2015 with lower fuel and raw material cost. The land and maritime silk road initiative and the Asian Infrastructure Investment Bank proposed by Chinese government will bring a better development for the economy in the emerging markets. As a result, ZC Rubber expects a quick growth of sales in the coming new year and hopefully all our distributors may catch the opportunity to expand the market share.

In a word, the business will develop further and ZC Rubber will stand with the distributors and customers as one family. We will cherish the feedback from our customers, introduce new products, improve the product quality and aftersales services, and implement innovative global marketing activities to enhance the brand image and occupy more market shares. We will continue our support in both sales policy and marketing activities. We will work together with you.

Here I, on behalf of the company staff, express our thanks again to all the friends who care for and support the development of ZC Rubber. We will craft a better future together.



Mr. Ge Guorong, VP Sales of ZC Rubber

## “三位一体”推进中策的全球化征程 葛国荣

# The Globalization of Zhongce Rubber

2015年见证了全球原材料市场价格的大幅下跌、经济发展速度的大幅放缓。面对总需求不足、供大于求的市场格局，轮胎行业多年积累的巨大大产能不断恶化，多家中国轮胎企业因此被淘汰出局。

Year 2015 witnessed the sharp dropping of raw material cost and the slow development of economy all over the world. The accumulated tire production capacity during the past years suffers great oversupply which drove some players out of the game when the demand increases much less than the expectation some time ago.

“这是一个最坏的时代，也是一个最好的时代！”在这样一个环境中，中策橡胶在全球经销商的支持和帮助下，仍然取得了良好的经营业绩，在保持原有优势市场份额的同时，在多个原先市场占有率不高的市场中取得了长足进步。今天的中策橡胶，在全球包括美国、德国、俄罗斯、智利、墨西哥、澳大利亚、沙特阿拉伯在内的70多个国家和地区，牢牢占据着中国轮胎产品前三名的地位。2015年，中策橡胶向全世界160多个市

场超过50亿消费者提供了全系列轮胎产品，汽车轮胎产品发货量超过1,600万条，自行车、摩托车轮胎发货量3,500万条。中策橡胶要感谢全球经销商的努力，是你们把中策的产品介绍到全世界各个国家和地区，是你们帮助中策橡胶培养和提升产品品牌。中策铭记着你们的贡献，也将始终支持你们继续拓展市场、提升销售、增加利润。

Doubtlessly “it was the best of times, it was the worst of times”. Zhongce Rubber Group Co., Ltd. (ZC Rubber), in such a difficult time, still achieved remarkable revenue and reasonable profits, with the support and contribution from worldwide ZC Rubber distributors. Today ZC Rubber is listed as the Top 3 Chinese tire suppliers in over 70 markets including U.S., Germany, Russia, Chile, Mexico, Australia, and Saudi Arabia. In 2015, ZC Rubber shipped over 16 million consumer and commercial tires as well as 35 million bicycle and motorcycle tires to more than 160 markets and over 5 billion consumers. ZC Rubber shall appreciate the hard effort and selfless

contribution from distributors all over the world. You introduce the products from ZC Rubber to every country and region around the world and help to promote the brands of ZC Rubber in the different markets. As a reward, ZC Rubber will continue the support to you so as to expand the sales and increase the profits.

中策橡胶2015年的关键词无疑是“全球化”：生产和产品的全球化、服务的全球化、营销的全球化。全球化推动着中策橡胶继续前行，继续确立和巩固鲜明的中策品牌定位和与竞争对手的差异，为全球经销商提供更好的支持，成为全球经销商可靠的合作伙伴。

The key word for ZC Rubber in 2015 is the GLOBALIZATION. The globalization, covering the production & products, the service, and the marketing, is pushing ZC Rubber forward. The target of globalization focuses on the position and differentiation of ZC Rubber products and brands. ZC Rubber will provide more supports for the distributors all over the world and be the reliable

partner.

### 一、生产和产品全球化 The Globalization of Production and Products

以2015年6月29日中策橡胶（泰国）公司开业庆典为标志，中策橡胶迈出了生产全球化的第一步。这个历经8个月即建成投产的全新工厂，见证了中策橡胶员工的拼搏和努力，创造了轮胎行业工厂建设速度的一个奇迹。中策泰国定位于面对东南亚市场，充分利用当地橡胶资源组织本地化生产，产品覆盖乘用车和商用车领域，全面贴近东南亚市场消费者，根据他们的口味提供优质的产品体验。工厂第一期设计产能轿车及轻卡轮胎420万条，卡客车轮胎70万条，未来将根据东南亚市场的需求，继续引入工程机械轮胎、摩托车轮胎等产品门类，并逐步扩大生产规模，确保对东南亚市场的供应。

The grand opening ceremony of Zhongce Rubber (Thailand) Co., Ltd., hosted on June 29, 2014, is the first milestone for the ZC Rubber's globalization of production. It took only 8 months to complete the construction. Actually the short time is a miracle in the tire industry as usually the construction time is much more. ZC Rubber Thailand will focus on the Southeast Asia market. The products line will cover both consumer and commercial tires and meet the demand from local market. The capacity for stage 1 is 4.2 million passenger and light truck tires with 700 thousand truck and bus tires. Meanwhile, ZC Rubber Thailand will also introduce OTR tires and motorcycle tires in the following years to ensure the supply to Southeast Asia market.

在生产开始全球化的同时，中策橡胶以总部强大的研发能力为依托，继续坚持产品全球化的思路，根据不同市场的特定要求不断开发新产品，持续改进已有产品。在欧盟市场与合作伙伴德国INTERPNEU公司经过认真筹划，在充分了解欧洲消费者的需求和期望的基础上，推出了新一代威狮品牌卡车轮胎，以WSR1、WDR1、WTM1、WDM1等新一代花纹为代表，以其准确的定位、良好的使用里程和燃油经济性以及出色的性价比，已经成功地打开了与多家卡车、拖车制造商合作的大门，并获得了超过20个国家上百个车队的认可。北美市场上则以新一代ARISUN品牌为主导，实现了主要产品全面通过美国环保署SMARTWAY认证标准，在燃油消耗较原有产品降低3-5%的同时，使用里程仍达到甚至超过原有产品，并根据北美市场的特定要求提供了产品质量保证，充分满足了北美市场节油、长寿、有保障的要求；针对中东地区、东南亚地区、拉美地区，中策向当地经销商提供着根据当地市场开发的丰富产品线，能够充分满足当地市场的需要。而这样的全球化产品，其基础在于中策经历多年打造的强大研发团队和大规模生产能力，能够真正实现规模和效率的统一，即使面对特定市场打



造特定产品，也能够保持高效率低成本生产，这是中策橡胶真正的核心竞争力之一。

Meanwhile, ZC Rubber will continue to supply tires designed based on the different demand from different markets. The R&D center of ZC Rubber now is full of the experience how to develop new products or improve the available products based on a careful study on the different demand from different markets.

In Europe, ZC Rubber together with the partner Interpneu, launched the new generation of WESTLAKE truck tires, which are featured in good fuel efficiency, excellent traction, low noise, and outstanding value. Nowadays the new WESTLAKE truck tires, using the new naming system as WSR1, WDR1, WTM1, WDM1, are popularly accepted by hundreds of fleets and transportation companies in over 20 European countries. Meanwhile, most important tractor and trailer manufacturers in Europe also show the interests in long term business with the new WESTLAKE.

In U.S., customers have different taste. They pay much attention to low rolling resistance, long mileage, and warranty. Furthermore the SMARTWAY verification from U.S. Environmental Protection Agency (EPA) is important for the fleets who are seeking for a sustainable future. The new ARISUN line is introduced for U.S. and Canada market with revised warranty policy



based on the U.S. customers' demand. Especially most of ARISUN tires for highway application received the SMARTWAY verification by reducing 3%-5% fuel consumption as per the laboratory test data.

In other markets such as Middle East & Africa, Southeast Asia, and Latin America, ZC Rubber, with the full product line, provides suitable products as per the demand from local markets. Today ZC Rubber will help the customers to select right tires for the right market, and still keep high production efficiency with excellent quality. This is the core competencies gathered after years' hard work, R&D investment and team, production capacity, and aggressive team.

### 二、服务的全球化 The Globalization of Service

有了适应全球不同市场需求的产品，中策橡胶针对轮胎产品的特点，汲取发达国家的先进经验，积极推进服务的全球化。2015年，中策橡胶在已有北美、泰国公司之



外，又设立了巴西公司，并正在积极筹备设立欧洲公司，从而初步打造了覆盖全球主要市场的服务网络。海外公司定位于为当地经销商提供服务支持，逐步建立起当地的服务团队，为当地及周边经销商提供售前指导（帮助客户正确选择和使用产品）、售中跟进（提供轮胎使用过程中的技术支持和服务）、售后服务（提供轮胎全寿命周期服务），并帮助经销商不断扩大和创新服务内容、服务方法，增强零售商的凝聚力，提高消费者的忠诚度。

ZC Rubber, by learning the experience from worldwide partners, started to push the globalized service. In 2015, ZC Rubber established a new branch in Brazil besides the U.S. and Thailand companies and is preparing the Europe company. Such subsidiaries cover most of the markets and are positioned to support the local distributors and serve the local consumers. ZC Rubber planned to set up service teams to provide full service for the distributors: (1) distributor training and education to recommend the suitable products and proper maintenance; (2) consumers technical service and support, especially fleets and transportation companies; (3) aftersales service. Also the service teams will help the local distributors to introduce new products and new service so that ZC Rubber's products will be more attractive to the consumers and more profitable for the distributors.

当前，消费者体验日趋成为终端消费者做出选择的重要因素，产品品质的改善需要消费者长期使用后才能体现，而服务品质的改善却是消费者在购买轮胎时以及遇到问题时马上能够感受到的。因此，中策橡胶在与欧美发达国家经销商合作的过程中，充分吸收和借鉴诸如INTERPNEU这样一流轮胎服务企业经验，积极推动经销商提高对终端消费者的服务水平。在中国，中策橡胶依托超过10000家中策品牌轮胎旗舰店和形象店，推出了“中策伴你行”的全方位轮胎服务，包括上门拆装轮胎、道路救援、轮胎修补、轮胎翻新等服务项目，使终端用户在使用中策产品时能够及时体验到中策产品的与众不同，大大提升了用户满意度和忠诚度，成为拉动中策产品稳定销售的重要手段。2016年，中策橡胶将依托已有的海外公司，推动当地经销商逐步建立起中策橡胶海外服务体系，以求在全球市场上复制发达国家及中国的成功经验，为终端消费者提供全方位服务，在优质产品的基础上改进消费体验，提高消费者满意度，最终提升中策产品的销售。

Customer experience today is a key to attract the consumers as the product quality need some time for consumers to sense, but the improvement of service will make consumers happy immediately when they are buying tires

or suffering any troubles about tires. From the cooperation with excellent service providers such as Interpneu in Germany, ZC Rubber learnt how to improve the service for the end users. Today ZC Rubber launched the service program "ZC Rubber WITH YOU ANYWHERE" in China to provide the service of tire installation on site, road rescue, tire repair, as well as retreading. The program is carried out in over 10,000 ZC Rubber retailers in China and promotes the customers' satisfaction constantly. ZC Rubber in 2016 will try to launch the program in selected markets with such experience to increase the customers' loyalty and promote the sales.

### 三、营销的全球化 The Globalization of Marketing

中策时刻把握轮胎行业国际市场形势，推动全球营销战略，并结合本土化一线市场动态，针对各个地方市场的不同需求量身定制相适应的营销策略，为拓展当地市场份额、个性化服务当地消费者而不遗余力。在不同市场环境下，中策根据消费者的偏好，实现了差异化营销。

As the leading tire manufacturer in China, ZC Rubber paid great attention to the change of international market and meet the different demands from different markets. In different markets, different marketing and advertising are affected based on the local demand.

在中国，为适应互联网的快速渗透，中策建立了网上销售天猫旗舰店，开通了微



博、微信公众号，不断向消费者推送正确的轮胎使用、保养方法，潜移默化地向消费者介绍和推荐中策品牌。在国外，Facebook、Twitter等网络媒体主要在年轻一代中流行，而传统方式如品牌形象店、专业行业杂志如 Tire Business、Modern Tire Dealer、Tyre & Accessory等仍然有着强大的影响力。为此，中策橡胶一方面通过车队测试、媒体试驾等方式及时准确地找出产品的卖点和优势，并通过传统媒体和新兴媒体两个途径进行宣传，另一方面也积极支持经销商进行线上和线下的品牌推广，在大型机场、高速公路人口密集、人流量比较大的场所投放户外广告，在知名的轮胎行业媒体上常年投放杂志硬广，利用新媒体不定期刊登公司动态、产品等宣传，努力树立品牌形象，从而让消费者逐步认识和了解中策轮胎的价值所在。

In China, ZC Rubber sets up the online store facing the consumers and end users, and keeps on pushing to customers the information about tires, tire installation and maintenance, and safe driving with the local social media



WeChat and WeiBo. In overseas markets, ZC Rubber is running Facebook and Twitter account trying to approach the young consumers besides the communication with traditional media like Tire Business, Modern Tire Dealer, and Tyre & Accessory. Also ZC Rubber invests on retailer stores, airports, highway boards, and outdoor boards in order to promote the brand awareness of ZC Rubber. Meanwhile, ZC Rubber is involved in various test driving and fleet road test trying to compare the value of ZC Rubber products against the competitors. Finally ZC Rubber is trying to communicate with customers with the message of safe and value in order to differentiate ZC Rubber from the other competitors.

全球化的产品、服务和营销，归根到底是向经销商和终端消费者传递中策橡胶的核心理念：安全和价值。中策橡胶将始终致力于为全球经销商和消费者提供安全的、具有高性价比的轮胎。伴随着中策橡胶的全球化进程，中策橡胶将根据不同市场的不同需要，提供不同的产品、服务和营销方案，充分满足不同市场、不同消费者的诉求和需要。在新的一年里，中策橡胶将在全球化的道路上继续努力前行，着力做好以下工作：

The target of the globalization of production & product, service and marketing aims the company mission of Safe and Value. ZC Rubber will stick to the mission by supplying safe tire with great value. In the coming 2016, ZC Rubber will keep on moving forward.

1、进一步推进全球产品布局 and 特定市场产品的开发：

### The product line strategy and development of new products:

中策橡胶将继续根据全球各个区域市场的特点和需求，开发和改进产品。在借鉴吸收欧盟新威狮产品开发经验的基础上，针对中东、东南亚和拉美区域，推出适应当地市场需求的特定产品，以满足当地市场的特殊需要。例如针对泰国市场重载、高速的轻卡车辆，推出SC326花纹；根据拉美区域对单导向小尺寸乘用车轮胎的偏好，开发新花纹，并同时开发诸如165/45ZR17这样的异型规格，以充分满足当地市场的需要。

ZC Rubber and the distributors have had benefits from the product development based on the demand from local market. Therefore in the coming New Year, ZC Rubber will continue on this path. Besides the new WESTLAKE truck tire line, more new products will be introduced in other markets, such as Southeast Asia, where ZC Rubber is going to launch SC326 commercial light truck tire facing the local demand of

high speed but overload pickups. In Latin America, ZC Rubber is ready to launch new directional touring tires in unique sizes like 165/45ZR17.

2、完善供应链管理，快速响应全球经销商的订单需求：

### The upgraded supply chain quickly responding the orders:

中策橡胶的强大生产能力、产品规格品种系列、灵活性的生产方式以及适当的安全库存，将为全球经销商提供及时、可靠的产品供应，充分保证经销商在需要的时间获得需要的产品。特别是泰国工厂，可以为周边市场及时提供所需产品，较之从中国发货，缩短发货时间70%以上，大大提高了产品供应的灵活性和及时性。

The large production capacity, full product range, flexible production & order processing, and safe inventories will provide a guaranteed supply in anytime and anywhere. Distributors will benefit from the upgraded supply chain to receive the needed products at the expected time. Especially the Thailand plant will shorten nearly 70% of lead time to nearby Southeast Asia markets compared to the shipment from Hangzhou headoffice. Therefore distributors may reduce the inventories and save cost of storage and finance.

3、依托当地经销商，提供轮胎全方位服务：

### The full service for tires supplied by local distributors:

中策橡胶将在现有产品及服务的基础上，进一步提升和改善轮胎的全方位、全寿命服务。优质的服务包括定时换位、道路救援、轮胎修补、轮胎翻新直至废胎回收，已经逐渐成为除轮胎本身之外的利润来源，也是获取客户的重要手段。中策橡胶将与全球经销商合作，鼓励、推动经销商为轮胎终端用户提供优质、快捷的全方位服务。同时，中策橡胶在已经设立分支机构区域，将逐步建立自己的服务团队，及时响应经销商对于轮胎质量的反馈，支持经销商拓展集团用户，支持经销商提供道路救援、轮胎修补等全方位服务，支持轮胎翻新、废胎回收等全寿命服务。

As mentioned before, service helps to satisfy the customers and improve the customers' experience. Furthermore service, including tire position change, road rescue, tire repair and retread, is the additional profit besides the tire sales and the hook to catch the customers. ZC Rubber will work together with the distributors all over the world and push the service to consumers, especially in the markets where ZC Rubber keeps subsidiaries.

4、实施本地化宣传，针对不同市场特点提供不同的宣传方案：

### Localized marketing and advertising based on the taste of different markets:

中策橡胶将进一步贴近当地客户的需求，面对非英语国家客户提供除英语外的西班牙语、俄语、葡语、泰语等多个语种的宣传资料，以满足当地终端消费者的需求。同时，中策橡胶将根据各个市场的不同特点，灵活使用传统媒体和新媒体，在保留传统媒体如形象店、路牌、杂志等宣传手段的同时，积极尝试使用Facebook、Twitter等新



媒体，贴近与终端消费者的距离，及时获取客户对产品、服务等意见和建议，促进中策橡胶产品、品牌、服务的全方位提升。

Usually catalogues, leaflets, and promotion materials in English are supplied to customers who do not speak English. In 2016, ZC Rubber promises to provide multi-language catalogues and leaflets in Spanish, Thai, and Portuguese so that customers may avoid the trouble of language. Meanwhile, ZC Rubber will upgrade the website, run the Facebook and Twitter, and continue the support of retailer stores as well as the outdoor boards and banners to promote the brand awareness.

同时，中策橡胶将通过经销商大会、经销商培训等手段，向当地合作伙伴介绍中策的优质产品和服务理念，特别是针对特定市场、特定用途开发的产品，将会更多使用实际道路测试数据，与竞争对手对比出优势，与中策原有产品对比出提高，发掘产品卖点，充分宣传其竞争优势。

Meanwhile, dealers' convention and training program will be introduced to most markets. ZC Rubber will share the information of the products and service, such as road test result and new service mode with local distributor, and then work together with the local distributors to find out the proper way how to expand the local market.

#### 5、创新营销方式，培养新利润增长点：

##### Innovation of marketing and sales for more profits:

中策橡胶在积极推进现有销售方式的同时，也主动拥抱互联网带来的营销、渠道的变革。在中国，中策橡胶与阿里巴巴建立了战略合作关系，成为阿里巴巴轮胎类产品的主要合作伙伴；在其他地区，中策橡胶也支持多个国家的经销商尝试网上销售，减少交

易成本，增强竞争实力，其最终目标是帮助零售店吸引潜在客户，拓展销售。

ZC Rubber is keeping a close eye on the new business mods brought by the web, as well as the change in channels and marketing. In China, ZC Rubber is now the strategic partner of ALIBABA (NYSE: BABA), the largest IPO company involved in the online business, in the field of tires all over the world. Furthermore, ZC Rubber supports the local distributors to start online business in over 20 markets, aiming the reduction of business cost and enhance the competitiveness. Finally the retailers will benefit from the online store as the online sales helps to guide the consumers to the designated retailers in the future.

#### 6、渠道创新，实现精准化销售： Innovation of channel for customer oriented sales:

2016年，中策橡胶在现有乘用车及卡车轮胎的优势地位之外，还将发力相对小众的工程轮胎市场。未来，中策橡胶将更专注于工程轮胎的集团用户及主机设备制造商，针对集团用户的需要实施渠道创新，依托专业的销售渠道为集团用户提供优质产品和全面服务，拓展新的销售领域。现有的销售渠道需要加强学习，提高服务水平，以确保有足够的服务能力服务集团用户，反之中策橡胶将根据各个经销商的能力和特点，对产品品类、销售区域等做出适当调整。

Besides the advantage in PCR and TBR tires, ZC Rubber will focus more on some other niche segments like off-the-road tires and industrial tires. For the target, ZC Rubber will try to obtain more OE customers and push the local distributors to approach more OTR fleets and construction companies. The available distributors shall learn how to provide the needed service for such

users while ZC Rubber's sale engineers will give the relative technical data and know-how. Obviously the regular business mode for PCR and TBR will not work so efficiently for the OTR and industrial tire business. So certain adjustments will be a must if the available distributors failed to perform the service well.

2016年，全球经济总体将在美国的引领下自低谷缓慢复苏，而中国经济经过2015年的低迷后，也有望止跌回升，大宗原材料价格的大幅下跌也在成本的制约下逐步接近尾声。因此，中策橡胶继续保持对2016年市场的乐观预期，继续推进生产、服务、营销的全球化，依托全球的经销商伙伴，在销售方式、销售理念、销售渠道上推陈出新，积极研究市场趋势，抓住市场机会，获取更多的集团客户，提高消费者体验及满意度，共同努力开创美好的未来。

ZC Rubber forecasted that the world economy will experience a rebound after the sharp declining cost of petroleum and raw materials weeks ago. China and other emerging markets, like India and Vietnam, will lead the economy back to the right track following the blooming U.S. business. ZC Rubber's expectation in 2016 is much more optimistic than most other competitors as ZC Rubber will have more advantage by the globalization of production & product, service, and marketing. ZC Rubber promises to work together with the partners all over the world to push the innovation in business mode and distribution channel, to study the change of market and seize the market opportunities, and to improve the customer experience and satisfaction. Finally we will craft a better future together.

# ZC Rubber remains NO.10 in global tire league

ZC Rubber continues to rank 10<sup>th</sup> among the top 75 global tire companies in 2015 and maintains its leading position in China, according to the report announced by Tire Business, a well-known professional tire magazine.

Tire Business ranks tire makers based on their revenue from the sale of tires they've manufactured. The data shows that ZC Rubber remains comfortably positioned at No. 10 with sales of 4.12 billion and accounts for 96.5% of total corporation sales, ahead of GITI and Cooper.

ZC Rubber has become the fastest-growing tire manufacture in China and keeps getting better at the route to the international market during the decades since it was established in 1958.

As the largest tire manufacturer in mainland China, ZC Rubber plays an important role on the international tire stages and serves more than billions customers around the world. The operation of ZC Thailand—the new oversea factory of ZC Rubber with the annual capacity of 5 million pcs of passenger car and light truck tires in Thailand—marks another step towards Internationalization. To provide safer and more valuable tire for worldwide customers, ZC Rubber will set up overseas R&D centers, which will meet local demands and further increase the enterprise competitiveness. In addition, ZC Rubber sets up subsidiaries in North and South American and planned to have another one in Europe.

## 2015 Global Tire Company Rankings

Based on 2014 sales. Includes subsidiaries.

(Figures in millions of dollars, translated at average annual currency exchange rates)

2015 Rank	2014 Rank	Company/Headquarters	2014		2013		2012		2011	
			Tire sales	% of total corp. sales	Tire sales	% of total corp. sales	Tire sales	% of total corp. sales	Tire sales	% of total corp. sales
1	1	Bridgestone Corp. Tokyo, Japan	26,045.0	75.0%	27,390.0	75.0%	28,575.0	75.0%	28,450.0	75.0%
2	2	Group Michelin Clermont-Ferrand, France	24,668.5	95.0%	25,545.0	95.0%	26,222.0	95.0%	27,413.6	95.0%
3	3	Goodyear Tire & Rubber Co. Akron, Ohio	16,355.0	90.0%	17,586.0	90.0%	18,900.0	90.0%	20,490.0	90.0%
4	4	Continental A.G. Hanover, Germany	11,875.0	26.0%	11,150.0	25.9%	10,895.0	25.9%	10,645.0	25.1%
5	5	Pirelli & C. S.p.A. Milan, Italy	7,992.2	100.0%	8,007.0	97.8%	7,751.9	99.3%	7,802.2	99.0%
6	6	Sumitomo Rubber Industries Ltd. Kobe, Japan	6,917.7	87.3%	6,971.3	87.3%	7,763.4	87.2%	7,413.0	87.2%
7	7	Hankook Tire Co. Ltd. Seoul, South Korea	6,200.6	97.5%	6,868.1	99.0%	6,259.0	98.9%	5,744.2	97.8%
8	8	Yokohama Rubber Co. Ltd. Tokyo, Japan	4,703.2	79.6%	4,915.6	79.7%	5,570.0	80.0%	6,028.0	81.0%
9	9	Maxxis International/Cheng Shin Rubber Yuanlin, Taiwan	4,441.3	100.0%	4,768.6	100.0%	4,630.9	100.0%	4,268.0	100.0%
10	10	Zhongce Rubber Group Co. Ltd. Hangzhou, China	4,118.5	96.5%	4,529.1	96.6%	4,557.6	94.6%	4,262.6	95.1%
11	11	GITI Tire Pte. Ltd. Singapore	3,474.0	100.0%	3,755.7	98.4%	2,695.9	100.0%	2,893.6	100.0%
12	12	Cooper Tire & Rubber Co. Findlay, Ohio	3,424.8	100.0%	3,439.2	100.0%	4,200.8	100.0%	3,927.2	100.0%
13	13	Kumho Tire Co. Inc. Seoul, South Korea	3,239.9	99.0%	3,419.0	99.0%	3,599.5	99.4%	3,522.1	99.4%
14	14	Toyo Tire & Rubber Co. Ltd. Osaka, Japan	2,959.3	79.3%	2,970.0	78.8%	2,867.2	78.6%	3,064.6	75.4%
15	15	Triangle Group Co. Ltd. Shandong, China	2,869.7	100.0%	2,712.4	100.0%	2,469.8	100.0%	2,527.1	100.0%



# ZC Rubber Thailand opens after 8 months construction



ZC Rubber Group has hosted the grand opening ceremony for ZC Rubber Thailand, the first overseas manufacturing subsidiary, in the newly completed workshop located in Rayong, Thailand.

Over 500 VIPs and guests attended the ceremony to celebrate the grand opening of the new plant. The plant covers the area of over 570,000 square meters and is equipped with the most advanced tire production equipment and facilities with the annual capacity of 5 million pcs of passenger car and light truck tires.

Mr. Jinrong Shen, President of ZC Rubber Group, announced "The opening of ZC Rubber Thailand is a remarkable milestone of ZC Rubber Group's globalization strategy. It is the first overseas plant of ZC Rubber Group. The new plant is facing the market demands from global market, especially Southeast Asia." The new plant will provide hundreds of local work opportunities and supply suitable products developed based on the local market demand.

Furthermore, Mr. Shen announced the foundation of new TBR production line in order to meet the quickly increasing demand on medium and heavy truck tires from Southeast Asia and South Asia. ZC Rubber will keep on the globalization strategy for a better future.



# ZC Rubber opens new subsidiary in Brazil

ZC Rubber Group Co. Ltd. (ZC Rubber) announced the establishment of its Brazil Company, ZC Rubber Brazil Importation and Exportation (ZC Brazil). The new company is located in San Paulo, the largest city and the economic center of Brazil. The subsidiary, as per Mr. Guorong Ge, VP Sales of ZC Rubber, focuses on the support to local distribution channel, the development of new products for local market, and the after sales service for the South American market.

ZC Brazil is the second overseas subsidiary of ZC Rubber following the ZC Rubber America for North America market. "The building of ZC Brazil is not only a major step forward for the internationalization, but also to provide more attentive services and products relying on local market demand." said Mr. Ge.

ZC Rubber steadily promotes its overseas layout and creates advantages of international competition in recent years. South America is one of the most important markets for ZC Rubber, which offers great potentiality for the business expansion of ZC Rubber. Mr. Ge also says that ZC Brazil will plan to set regional offices in different cities and hire local employees to serve the local market without any delay.



**More detailed information of ZC BRAZIL**  
ZC Rubber BRAZIL IMPORTAÇÃO E EXPORTAÇÃO LTDA  
Maestro Gabriel Migliori, 577-SL:53/54 Limão-São Paulo-Brazil  
Zip code: 02712-140 Tel: +55 11 3932-70  
www.westlaketyre.com

ZC Brazil will continuously introduce new products to the local market. Such products compete on the market mostly by value and service. Mr. Ge emphasizes, "We are committed to supply premium and green tires to local customers, the cost per kilometer and fuel efficiency are the key features that ZC Rubber may offer besides price. They are more important for customers to reduce their overall cost".



# The new WESTLAKE tire flagship store opens in Mexico



The second new WESTLAKE tire flagship store of ZC Rubber in Mexico opens after months of preparation. Vice president of ZC Rubber Guorong Ge attends the opening ceremony and hosts the dealer meeting with the local WESTLAKE dealer in the same day.

Guorong Ge brings an in-depth analysis of the current development situation in the tire industry. In his opinion, 2015 is the year of challenges and opportunities because of the various factors. The global economic slowdown, slower economic growth in China, raw materials long-term unsteadily hovering in low level, the fall in crude prices and exchange-rate devaluation are the affecting factors, which brings ZC Rubber some challenges on the global marketing.

However, No matter what the environment is, all of those can't stop ZC Rubber's international pace. The foundation of ZC Rubber Thailand Increases the production capacity and

the establishment of the branch companies aboard in American, Brazil and Europe enhance promoting marketing sales and services. All the strategic layout of ZC Rubber increases the dealers' confidence.

Mexico is one of the most important markets for ZC Rubber around the world. Guorong Ge, Vice president of ZC Rubber, expresses his gratitude to all the dealers for their support. It is estimated that ZC Rubber will have total global sales of \$4 billion, including \$ 900 million on the export sales, which will help to maintain its position on the global top10.

Guorong Ge says that ZC Rubber will increase investment on the WESTLAKE tire and be more widely promoted by magazine, new media, street advertisements, car advertising and exhibition. What's more, the company will strengthen TBR market and vigorously develop PCR markets in Mexico further.

# Customers' visiting to ZC Rubber



It was a busy year for ZC Rubber as it received many visiting distributors and customers throughout the world, including Mercedes-Benz and South Africa team, to learn more about the company and discuss the further cooperation.

With excellent quality and good reputation, ZC Rubber achieves a high rating from customers, who are always interested in the company visiting to China. Meanwhile, the manufacturer sincerely welcomes customers at home and abroad to visit the company.

Mercedes-Benz is a world-top automobile manufacturer to produce high-quality and performance auto. In addition to luxury cars, Benz is also the most famous bus and heavy truck manufacturer around the world. In 2015, new WESTLAKE tires, premium OTR tire of ZC Rubber, entry into European market and catch the eyes of Benz

Group. New WESTLAKE tires have excellent performance, which is eventually be compared to other international ones. It is the reason why ZC Rubber becomes the first tire company in China for the business cooperation with Benz.

The tires that Benz wants are asked for strict quality standard—low rolling resistance, high mileage, strong handling and braking. “We have never decided to cooperate with Chinese tire manufacturer before the trip to ZC Rubber. It is really surprised us for the high-performance tire.” Benz said. They satisfied with the ZC Rubber after visiting the workshop and learning more about the advanced equipment and environment. The further cooperation is promoting gradually and the tire test is finally nearing its end at present.

Grupo Transpais, a large transport company with 80 years of history in Mexico, owns more than 800 buses and covers many transportation sectors, including passenger, industry, logistics and tourism. Hot weather, high pressure and rough road are the obviously driving conditions in Mexico so that the tires that Grupo Transpais want should be high quality products, which keywords are good carcass, high mileage and retreading.

Actually, the company's visiting is based on the independently test of WESTLAKE tire by Grupo Transpais for several months, which result proves to be satisfactory. The objective of business trip is to further understand and cooperation. During the visit, ZC Rubber showed them the workshop, including the production line and all the advanced produce equipment.

Customers were interested in the different types of tires that introduced by ZC Rubber. “As an international company, ZC Rubber has feature-rich tires and always creates products with specific characteristics that suit local circumstances with great production ability and advanced technology.” Mr. Su Yongming said.

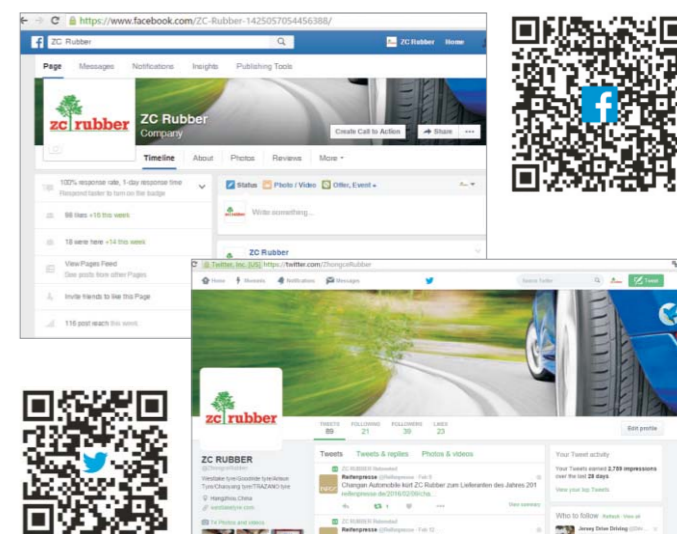


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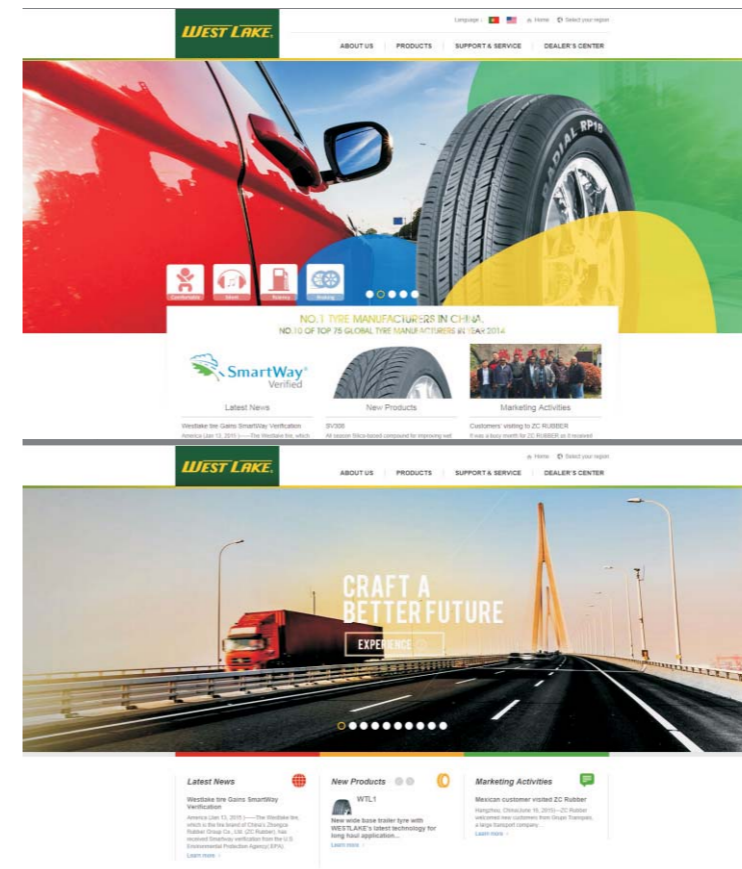
ZC Rubber officially launched its Facebook and Twitter, aiming to open communication between ZC Rubber and the world and sharing more valuable company information with the followers.

Facebook, Twitter are the most popular social networking, covering more than 1.4 billion users worldwide in more than 200 countries and regions. Today ZC Rubber keep on updating information in Photos and videos, including company news, event sponsorship, exhibition, tire knowledge, charity, and etc. Facebook and Twitter are the important platforms to communicate with customer for their advice and demands directly. “In Internet times, the company shouldn't operate without social networking on its marketing activities. We operate with those accounts as its ligament and try to build the roads necessary to lead customers to a better understanding.”

Please follow us on @ZC Rubber Facebook and Twitter, on @WESTLAKE tire Facebook.



# The new launching of WESTLAKE's websites



WESTLAKE tire brand's official websites (www.westlaketyre.com) for different markets around the world are set up in 2015, in order to provide targeted services for local customers.

Network WESTLAKE tire substations are built relying on the global markets, which is divided into eight areas. Nowadays, Network substations in European Union and Brazil have launch with native language to help better recognize WESTLAKE adequately. In addition, six website substations are in the process of debugging and they are expected to launch formally in 2016, including the website in North America, the Commonwealth of the Independent States (both in English and Russian), Asia & Pacific, Middle East & Africa and Latin America.

ZC Rubber always provides extensive products focusing on local customer's demands, which will also show the differences on each websites. The contents on the websites are variety, including latest news, regional marketing activity and products etc. The company will update the information timely and expect to share more valuable news with customers.

[Http://www.westlaketyre.com](http://www.westlaketyre.com)





## ZC Rubber became the O2O cooperative partner of Alibaba

ZC Rubber has established the strategic and cooperative partner relations of O2O with Alibaba Group, which is the biggest Chinese e-commerce company listing on the New York Stock Exchange. Mr. Ge Guorong, the Vice President of Zhongce Rubber Group (ZC Rubber), attended the forum that held by Alibaba and witnessed the important step of developing ZC Rubber's electric business.

It is not difficult to find from the list that the rules for choosing partner by Alibaba was really in high demand. The announced 40 partnered companies in the automobile industry chains rank the top 10 around the world within their field, such as Chaoyang (one of the high-end tire brand of ZC Rubber), Michelin, Bridgestone, Goodyear, Continental in tire field. Meanwhile, Chaoyang is the only Chinese tire brand to be selected depending on its higher-quality products and powerful brand.

The reason can be found from ZC Rubber's development on Internet market. As the first practitioner to explore the ways of developing and creating new marketing channel online in China, ZC Rubber started to build on-offline interactive and regarded the the Online channel as the supplement of

offline channels three years ago.

In July 2013, ZC Rubber opened the first official tire stores online around the world in Tmall, which is a well-known platform to provide business-to-consumer sales services under Alibaba. It was proved that the measure was really correct from the amazing data that its sales there in the first quarter of 2015 grew 800% from a year earlier.

Cooperated with Alibaba, ZC Rubber have released a project called "super tire service", which is a convenient measure that customers can buy Chaoyang tire online on instalments and accept the tires's installation offline by ZC Rubber for free. Besides, the insurance company will pay customer 80% of the buying cost, if the tire blows out in a year. The tire brands that elected to the project by Alibaba were limited, but all of them are the most recognized names in the world for tire.

When it comes to the new plan in 2015, ZC Rubber is well prepared to take up the challenge and try to cover more market as possible. It is said that auto space, a brand of auto after-sales service owned by ZC Rubber, have built nearly 500 flagship stores and more than 4000 brand stores offline in China. 70% sales tires in Tmall are serviced by these stores for its installing and after-sales service. ZC Rubber will continue increasing manpower, financial and

material resources, and integrates the various resources offline and online to achieve the enterprise marketing objectives. In order to provide more convenient and efficient service projects for customers, perfecting the construction of O2O service network is also necessary.



## ZC Rubber won Excellent Green Supplier of SAIC -GM



ZC Rubber has received the esteemed prize "Excellent Green Supplier" for the year 2015 by SAIC -GM in the commendation conference. SAIC -GM, a joint venture between General Motors and SAIC Motor, has initiated a project named Green Supply Chain (GSC) to improve a sustained development mode of modern manufacturing in China. The cooperation between SAIC -GM and ZC Rubber is built on the basis of the same concept of long-term development.

In June 2015 the project started on the product line of semi-steel radial tire, for which ZC Rubber established a Leading Working Group of GSC for the project and perfected every step of the production line to be Green Works line with the least amount of energy and least amount of pollution. The improvement on the energy management system fully taps the potential of energy saving of ZC Rubber. Adopting the highest technology available globally, the company has invested huge funds on the improved equipment, including the very efficient imported boilers known for using for the least amount of energy, which are the first advanced devices in the tire industry of mainland China.

Furthermore, the company has implemented a green purchasing policy along with a green manufacturing policy that puts controls on the quality of raw materials, and also produces the products from this equipment that allows a sustainable development that is integrated environmentally and is socially responsible. "We are aware of the importance of a clean environment and we prefer to provide valuable, green tires to satisfy our global customers." ZC Rubber says.

## ZC Rubber recognized as outstanding supplier of Changan Automobile

ZC Rubber has been honored as Supplier of the Year 2015 of CHONGQING CHANGAN AUTOMOBILE Co., Ltd (CHANGAN). It is the fourth consecutive year for ZC Rubber to get the honor, starting in 2012.

Beginning with the first car named "The star of Changan", ZC Rubber has been cooperated with the CHANGAN group for ten years since 2005, by offering tires that prove to be valuable products that have gained recognition and approval in the market place. At present, Z C Rubber is supplying more than 2 million tires with 13 different designs for CHANGAN auto every year.

Furthermore, ZC Rubber has been the largest tire supplier of the auto manufacturer and also was awarded "Outstanding contributor" in 2010 and

"The Best Partner" in 2011. In addition to the Changan own-brand cars, ZC Rubber Group has also cooperated further on other joint brands including Changan SUZUKI and Changan Mazda.

The relationship between the two companies is being strengthened and they have signed a strategic cooperation agreement, which makes ZC Rubber to be the first strategic supplier of Changan. In 2014, an advanced laboratory was established by ZC Rubber and Changan for the joint development and sharing the technical achievement together while producing more targeted tires for different cars.

"Together we are building trust and confidence in each other because we share the same dream to promote and develop our brands' with Changan. Our company continues to provide valuable products for our customers and to cooperate with them for the best tires." ZC Rubber Group says.



# ARISUN and WESTLAKE tires gain SmartWay verification

Three Arisun and WESTLAKE tires, which are the tire brands of China's Zhongce Rubber Group Co., Ltd. (ZC Rubber), have received Fuel Efficient, Smartway verification from the U.S. Environmental Protection Agency( EPA).

The three radial tires to obtain SmartWay verification are the WESTLAKE AT566 long haul tire, Arisun AT570 long haul tire, Arisun AD778 regional driver tire. Those premium tires were verified for meeting efficiency standards in fuel consumption and releasing reduced gas emissions into the atmosphere.

EPA has determined that certain low rolling resistance tire models when used on all five axles of line-haul class-8 tractor trailer can reduce NOx emissions and improve fuel consumption by over 3 percent.

Environmental protection is also the focal point for ZC Rubber to carry out the social responsibility. "We always pursue high-quality that adds valuable tires for our worldwide customers. Low rolling resistance tires not only help to protect the environment but also help customers lower their fuel costs." The company says.

The three SmartWay-verified tires have their own performance advantages

for different customers. WESTLAKE AT566 features long life tread compound with less heating enhance the original tread life and wide base super single tire, which is applicable for both steer and trailer service. Also the strong steel belt of the tire improves the casing durability and promotes multiple retreads.

With the new computer designed tread structure, Arisun AT570 has seven ribs with six wide, straight grooves for precise handling and outstanding traction and provides even wear with less pressure on the road. The tire is recommended for use on trailer applications for truck. The AT570 and AT566 are available on the size 445/50R22.5.

Arisun AD778 is a premium drive tire applicable for regional paved road. Special tread compound and CAD tire carcass help to guarantee long tire life and better retread ability. The tread depth of the four sizes (11R22.5, 295/75R22.5, 11R24.5 and 285/75R24.5) reaches 28"/32ND, which is deeper than the most other tires. Extra deep grooves with central longitude ribs provide perfect traction with robust open shoulder blocks and extend the tire mileage.

Besides the three tires, there are other SmartWay-verified tires of ZC Rubber, including Arisun AS600, AD737,

AT500, AD778, AT570, AS673 and WESTLAKE CR989, CR960A, CM980, CM983, Cr915. As the largest tire manufacturer in mainland China, ZC Rubber says that more premium and green tires with low rolling resistance and lower fuel will be produced relying on new techniques, helping to improve vehicle fuel efficiency and minimize wasted energy, meeting the customers' different demands.



## The new WESTLAKE tire's expansion in Europe

Europe tire market represents the high demand on tire quality and brand image, which definitely a great challenge for most new players even though they may have years of experience. Furthermore, in Europe, the perceivingness on "Made-in-China" does not look so positive. ZC Rubber, as the tire industry leader in China, started the new generation of WESTLAKE truck tires lines in 2012 for this market. The 3 years hard working brought a remarkable achievement by the investment of innovation, technology, know-how, as well as the contribution of service and customer relationship from ZC Rubber's Partner INTERPNEU. This is a milestone of ZC Rubber after entering European market years ago as ZC Rubber from that day set up the strategy "FOR EUROPE". The

strategy is part of the globalization of ZC Rubber, who shares the experience as follows.

### 2012 Nossen Germany

The 2012 Reifen Essen Show witnessed the very beginning of the decision of new generation of WESTLAKE truck tire line. INTERPNEU, as one of the largest tire distributor and truck tire service provider in Germany, asked ZC Rubber whether ZC Rubber was interested in a new project of "Change the Mind". In order to support the feasibility of the project, Interpneu staff shared with ZC Rubber a clear image about Germany and European market with careful analysis of SWOT (Strength, Weakness, Opportunity and Threat). Interpneu even present the engineers of ZC Rubber hundreds of sample tires in brands varying from premium Michelin and Bridgestone to entry KELLY and FULDA.

"We'll do it." Guorong Ge, VP Sales

of ZC Rubber, agreed to the proposal after a short thinking. The rapid decision amazed Interpneu because it was the first time for the two companies discuss the project and they even never cooperated with each other before. The Germany Company realized that ZC Rubber had great faith both on them and the new project and the support from ZC Rubber also encouraged the cooperator, increasing the likelihood of success.

The story of new WESTLAKE began from now on.

The cooperation between ZC Rubber and Interpneu was implemented with thoughtful attitude and a pushed schedule covering market research, prototype product development, sample tire internal test, laboratory test, and finally road test as well as retreading during the following two years. Both teams contributed all the efforts in both technology and service by regular



meeting to discuss the position, competitor and benchmark, constant technical upgrading, and proper marketing. Finally Interpneu's office was referred as "Grandmother's Home" by ZC Rubber.

The position of new WESTLAKE truck tire line demands excellent tires with high quality good enough to compete against top brand but with reasonable cost to attract the customers. The TBR technology department of ZC Rubber is the strong back to reach the target.

The department, equipping with advanced equipment from various sources in Europe, U. S. and Japan, focused on the position and expected product quality by years of hard working. Their topics include tire tread compound, tire structure, bead structure, footprint, and so on. The research is based on tens of thousands of data analysis to select the most suitable solution with high performance but competitive cost, no longer as a copy of available benchmark or a duplicate of existing way. Furthermore the European labeling regulations forced the team to invest more on noise, rolling resistance, and wet grip which are not popular required in other markets. The new compound formula with less heat generation but low rolling resistance, high strength steel belts, reduced tire external noise tested by ZC Rubber's own noise laboratory, and more other research results from the continuous and great job from the technical team.

**2014 Hanover Germany**

The IAA show in Hanover Germany is the date when the baby of new WESTLAKE is born. After two-year preparation, the first new WESTLAKE tires were launched after various road

tests. Different fleets were invited to attend the test with different treads and applications. The technical team from ZC Rubber and Interpneu obtained data of tire performance at regular intervals. Such data indicated that the tread worn averagely about 10 thousand kilometers per millimeter in European typical road and load conditions, especially tire pattern WTR1 and WSR1. Some sample data are as follows.

New WESTLAKE truck tire line received positive feedback and eager interests from many companies and fleets, including some important truck and trailer manufacturers such as Daimler-Benz and Schmitze Cargobull Trailer. It was the significant moment for new WESTLAKE tires to lay the foundation of future development on Europe.

**May, 2015 Germany**

Invited by Interpneu, ZC Rubber staff was in Germany again and collected more data from the visited fleets in different regions, aiming to recognize the new WESTLAKE tires further.

The report showed that the mileage performance of new WESTLAKE reached 80% of its designated competitor in the major segments of Germany and central Europe markets. Also the new WESTLAKE light truck tire, such as WESTLAKE 245/70R19.5, is better than the popular tire brand "Fulda", which is second-tier brand of Goodyear.

Not surprisingly, the tires are quite satisfactorily welcomed. No one has ever complained of the tire quality since July, 2014 while ZC Rubber provided qualified products produced by strict quality control system. Besides the performance quality, the appearance inspection standards and systems are upgraded to match the competitors. The

new WESTLAKE tires always need to pass six procedures to reach the A-class without any flaws or defects, regardless of the cost. "PERFECT" is the utmost expectation from ZC Rubber while producing the new WESTLAKE line.

After the Transport Logistic 2015, the world leading logistic exhibition, in Munich, ZC Rubber expands its business not only selling tires in the replacement market but also setting up a after sales service network together with local partners and tire distributors. The network serves the truck fleets in most European markets, furthermore a strong support to the sales to OE customers, especially those truck and trailer manufacturers who are serving the whole European market. Such a network definitely will work as an important role in the competition and attracts hundreds of fleets, transportation company, and truck drivers. All the end users will receive a quick service wherever they are. With the support of strong sales team and instant service from ZC Rubber partners, the new WESTLAKE truck tires are entering more and more European markets such as Germany, UK, Italy, Hungary, the Czech Republic, Serbia and others. More markets will appear on this list in the coming 2016.

**The Future**

The first three-year is mostly for testing and evaluation of the tire performance for the European market. A promised future of new WESTLAKE truck tire line will come after the data gathering, analysis, and quality improvement. ZC Rubber today devotes to the research in mileage, low rolling resistance, low noise and retread, by the company itself and along with the leading universities and research institute. The company states that the quality of products represents the core competitiveness and impacts on the market share directly. Following the concept "Seeking for Better Performance", ZC Rubber prefers to offer more valuable tires and service for the customers and end users with all partners in European market. New WESTLAKE line acts as the premium products of ZC Rubber and achieve to the target of more market shares.

date (MM/YY)	Apr-14	Jun-14	Aug-14	Nov-14	Apr-15	Aug-15	theo. Mileage
Westlake C - axle (mm)	16	13.83	12	9	4.16		129,323



# An automotive expert's pleasant share concerning the new WESTLAKE tire

**F**ranz Rother, Deputy Editor-in-Chief of Wirtschaftswoche (the most important economic magazine in Germany), a specialist in the automotive business, shared pleasant experiences on his own Facebook concerning the new WESTLAKE SW608 winter tires in 225/50 R17 98H on his Audi A4 Avant.

The practise test began on the road covering 10 cm of fresh snowfall. Franz Rother enjoyed driving with the new WESTLAKE SW608 winter tires. However, his two neighbours, who drove together with Franz Rother, had to surrender at the same uphill road. One of them with some older Continental tires on the same car, the other with a rear-driven BMW and Dunlop tires.

With regard to a winter tires, starting uphill, grip, side guidance on rigid-snowy cover, small emergency braking should be valued. After the test, Franz Rother was amazed at the result that the new WESTLAKE SW608 of ZC Rubber did its job surprisingly good.

In his opinion, the new WESTLAKE SW608 is a good choice for its high-quality and right price compared with other brand's tires. Franz Rother said: "The tires from Bridgestone - in the same dimension - had much more problems at starting uphill and need the ESP system much more. These are only first impressions, no complete test.". In addition, a sentence was given to customers by Franz Rother: cheap tire must not be absolute bad and expensive tire is not absolute better.



# GOODRIDE's excellent test by independent institutions in Europe



**G**OODRIDE tire, a tire brand of ZC Rubber, was recommended as the best tires besides Continental in a test, held by Auto Bild alles Allrad, the most popular 4x4 magazine in Germany.

The test included 10 tires from Asia and the test winner, Continental, as the bench mark tire. Besides GOODRIDE SA-37 sport, Sailun, Federal, Syron and Evergreen were also selected. The chosen tires' size is 235/55R17, which are always used for the All-wheel-drive vehicles, such as the testing car Ford Kuga and VW. Tiguan.

The test covered pass-by noise, the rolling resistance, longitudinal hydroplaning, curves hydroplaning, slalom, and so on. Such tests are the important performance of the tire. GOODRIDE is reported to achieve a good score and obtained a high evaluation. The well-known magazine said that it would be safer and lower noise, avoiding dramatic accident, when people drive with GOODRIDE tire on the road covering with water.

GOODRIDE tire performed very well for about half of the price of Continental

tire. The testing magazine also showed its surprise that GOODRIDE tire is much better than Continental in the longitudinal hydroplaning and curves hydroplaning. For GOODRIDE tire, it devotes to provide super excellent traction, oriented property and resistance to hydroplaning and what GOODRIDE brings to customers is a kind of confidence, security, comfortable.

Meanwhile, another test, held by Applus+ IDIADA, which is a leading company specializing in providing design, engineering, testing and homologation services to the automotive industry worldwide, proved the quality of GOODRIDE. The report showed that comparing with other international tires, GOODRIDE Sport SA37 also had obvious advantages, especially in the wet braking test of 225/45R17 tire in the test report focusing on the stopping distance.

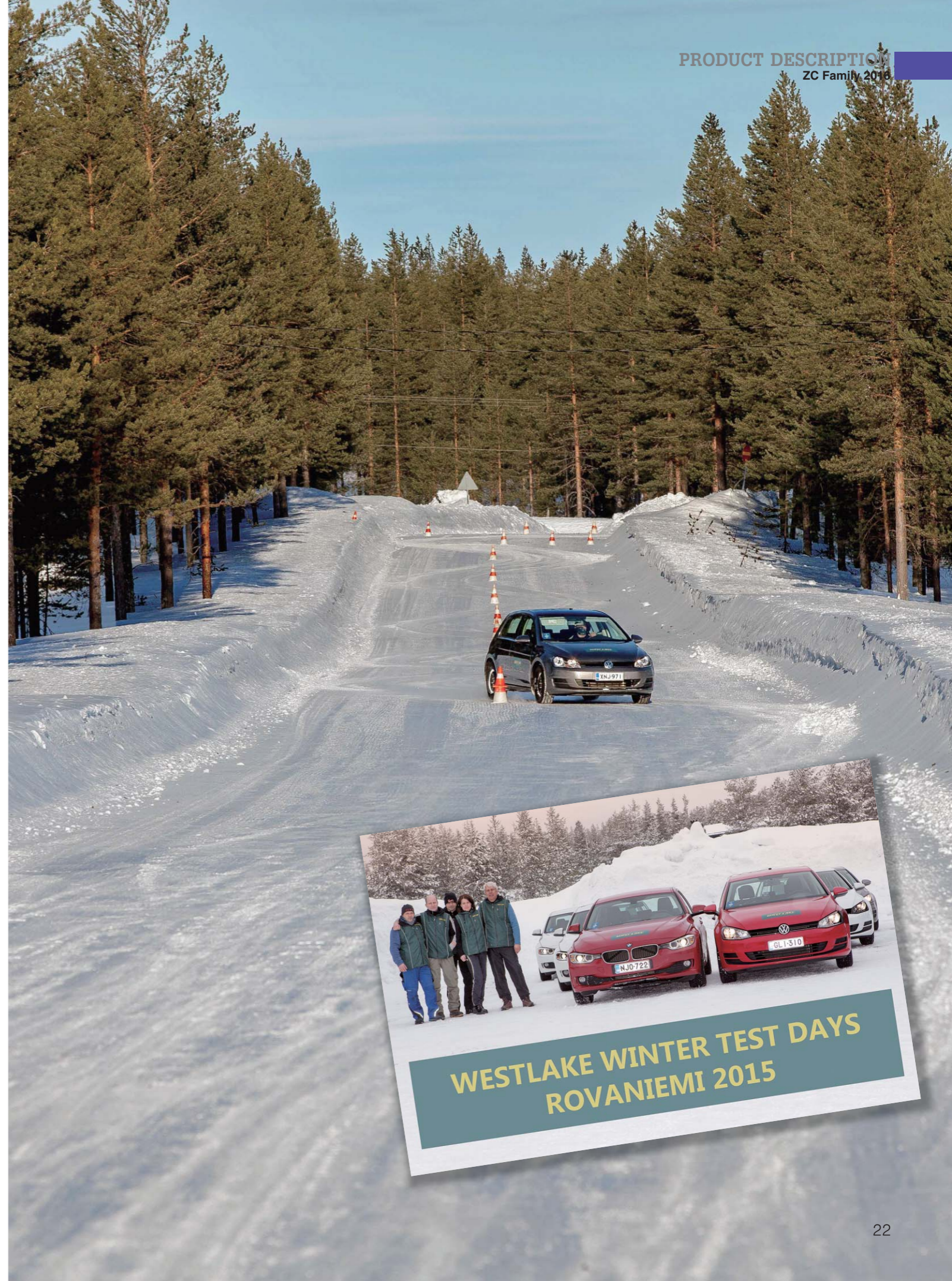
The test was held at IDIADA Proving ground (L'Albomar), the most comprehensive independent proving ground in Europe, and included 5 rounds total every tire with temperatures of 13.4 degrees Celsius. The test speed is between 80 kilometers per hour and 5

kilometers per hour.

Testing vehicle stopping distance means setting up a safe area for the braking, which is one of the most important performances for the tires. Five different international brands were chosen for the test, including GOODRIDE Sport SA-37 and Michelin Primacy. The objective of this project is to perform stopping distance evaluation performance in wet surface with 4 different tire sizes:

- 225/45R17 94W
- 205/55R16 91V
- 185/65R15 88H
- 185/65R14 86H

The graphs showed that the average stop distance of GOODRIDE 225/45R17 is 29.5m, which is one of the best tires in the test besides Michelin achieving 28.3m. The figure clearly showed GOODRIDE tire's high safety performance and revealed the reason why so many customers choose the tire brand. ZC Rubber always thinks that safety values most and the company will keep its step to pursue the highest quality for the global customers.



WESTLAKE WINTER TEST DAYS  
ROVANIEMI 2015

# ZC Rubber revealed WESTLAKE winter tire test report



ZC Rubber held the WESTLAKE winter tire test at the Arctic Driving Center, which is a popular place for tire performance test of many world famous tire companies and has accumulated 30-year long experiences in tire performance test so far. Also it is remarkable in some points that the given report by ZC Rubber showed.

Starting in January 2015, the German WESTLAKE team planned the winter tire test session to compare actual WESTLAKE winter products with competitors. After preparing for several months, everything was set up, including a nearly 4 kilometers circuit with all areas of winter test procedures: circle with 200 meters diameter, handling session, braking zone from 50 km/h to zero, a 18 meters distance slalom, a hill climb session of 15% etc.

Each testing group consisted of the base tire and two other products. Volkswagen Golf TSI, the three front-wheel test cars, had a locally made tire as base product (100%) and an international brand tire as base for BMW 316i, which is rear wheel drive. The base tire results would reveal that if the track may change by weather, temperatures etc.

The test candidates for the Golf were 195/65 R15 in SW606 studded, SW608, SW618 and other famous tires. For the BMW, the tires were 205/55 R16 SW606 studded, SW618 and other well-known brands' tires.

Every car drove with two people who would change the seats after every two laps, then changing the test car. The pilot had to drive constantly to get best results and the copilot must measure all the times, noting these results on a sheet for analysis. All subjective remarks from the drivers were also noticed.

The test result showed by ZC Rubber is notable and available. The studded tires like the SW606, the Finland home-made tires had no advantage on snowy roads, only on black ice. Every modern tire with intelligent sipes had

better results than the studded tires.

The test winner on snowy condition in both dimensions and on both sort of cars was the SW618, which was a big surprise for ZC Rubber. Fast and secure on all winter surfaces like snow and ice. The SW618 was really convincing on snow and even on ice. This tire has high potential on winter roads and is on the same level as the best European tires or even higher. It has a very smooth pattern mixture so that it will not reach the best results on dry surface sand mileage. However, ZC Rubber will do further tests on both wet and dry conditions with some of the candidates in the near future.



## ZC Rubber builds new TBR product line in Thailand factory



ZC Rubber's factory in Thailand (ZC Thailand) adds its new TBR products line and releases its first TBR tire before the Christmas.

ZC Thailand is the first oversea factory of ZC Rubber, the largest tire manufacturer in mainland China, aiming at the market expansion on Southeast Asia. The Thailand factory has created a miracle on finishing its first phase of the project during 180 days together with 2500 builders and starts its second phase on June, 2015. The 570,000 square meters covered factory has operated for six months, producing both PCR and TBR tires. The annual capacity of PCR in ZC Thailand is estimated to reach 5 million pcs and the TBR is 700 thousand pcs at the end of 2016.

All the TBR tires producing in ZC Thailand will serve the market on Southeast Asia. "ZC Thailand plays an important role on the road to further globalization for ZC Rubber. The factory equips with the most advanced machines for producing and we offer premium and valuable TBR tires, which feature high mileage and low fuel." The company says. Furthermore, the factory persists in the course of sustainable development and does well in saving energy and protecting the environment. ZC Rubber, the 10th largest global tire manufacturer, states that it is the responsibility for the company to reduce resource consumption through its advanced technology for the society.

# ARISUN® ATV tires Testimonials from UTV Underground-After Shock XD

"I have had a set of 30x10x15 ARISUN Aftershock XD tires on my 2 seat XP1K since the Sand Show. I ran them at Dumont for Halloween as I was too lazy to put on the STU's. I was really happy with how they performed at the dunes. Aired down to about 5 PSI, and was able to go anywhere and climb any of the hills out there. Great performance even though they are heavier than my STU's on Hipers. I was finally able to put them to the test in the desert yesterday here in Vegas. I took some of my buddies out to the Pioneer Saloon in Jean NV through a nice desert run. The trip is about 20 miles each way, and has a combination of high speed runs and some slower climbs with loose rocks and shale. I had the tires set at 8 PSI for the run. I can't tell you how happy I am with the performance of these tires in the desert! They are very stable at speeds (ran at about 70MPH on the faster sections), and the traction on the loose rocks / shale was awesome. Had no problem hooking up. Aside from looking badass, they performed badass as well. They have a belt in the sidewall that is supposed to help with punctures. Overall... extremely happy with these tires combined with my 15" Raceline Black Mamba beadlocks! Highly recommended if you are looking for a 30" tire!!!" - Sconym



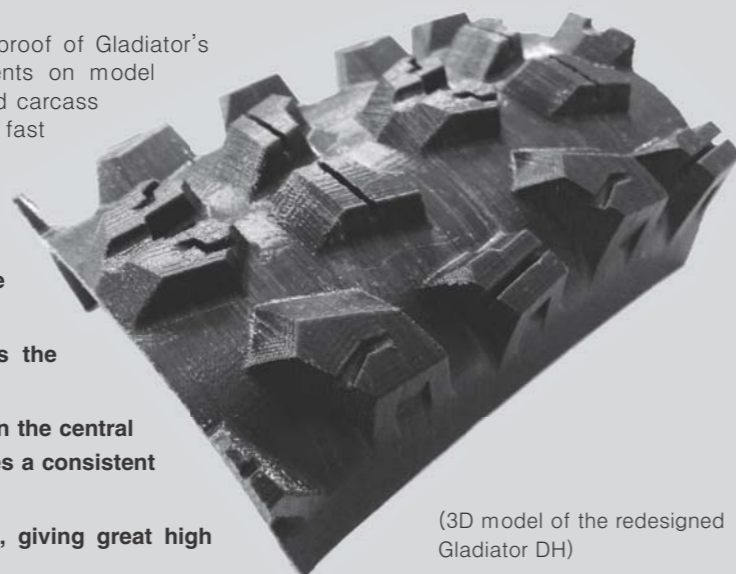
<http://www.utvunderground.com/forum/index.php?threads/ARISUN-aftershock-xd-review.18929/>

# CHAOYANG® Gladiator Reborn

Proof of performance! Champions is the solid and best proof of Gladiator's performance. In year 2015, we made huge improvements on model Gladiator, not to mention redesign of the tread pattern and carcass structure, the amazing 3C-DH compound provide perfect fast rolling and grip in high speed cornering. Here we thanks a lot to our field test riders, who not only raised many suggestions helping improve, but also training so hard to win in the coming 2016 race season.

Based on the old version of Gladiator, model H-5136, we almost totally redesigned the tread pattern:

- An open and aggressive tread pattern design gives the Gladiator a perfect mud-clearing ability;
- The knobs go deeper than old version, which is 3mm in the central part and 5mm in the shoulder. The square profile provides a consistent traction;
- Siping across the knobs to increase gripping edges, giving great high speed cornering and control.



(3D model of the redesigned Gladiator DH)

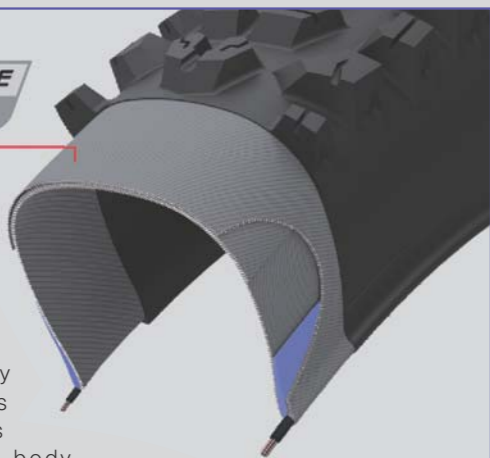
Apart from the tread pattern redesign, we also applied the whole new 3C-DH compound to Gladiator DH. Our best performance compound for downhill, offers extremely grip and low rebound performance for unique traction.

- Stabilization base ensures precise traction.
- Low rebounding super soft center giving grippy control and fast rolling;
- Extremely soft shoulder knobs provide great cornering performance.

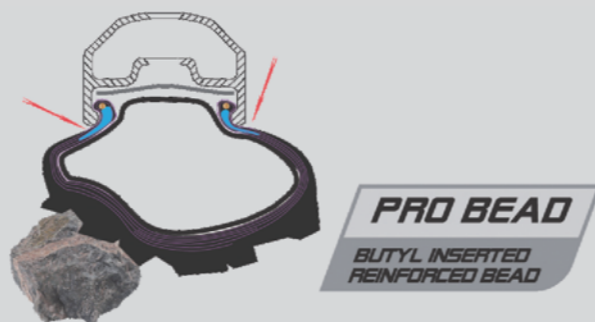


**DUAL DEFENSE**  
DUAL PLAY CASING  
EXTRA DEFENSE

Aggressive riding style calls for tough tire carcass to avoid a flat tire. Dual defense is namely consist of two plies casing, thus results in a thick tire body prevents from rocks and roots scratch while jumping and climbing. A no-flat tire is the base to ride till the finish line.



Pro bead. It is the special butyl rubber that makes B to B anti-puncture function a Pro edition. Extra butyl rubber offers extra safety and bead anti-puncture ability, to prevent pinch flats at low air pressure, also helps protect rim from hard hits and keep tire beads seat firmly with rim. Especially made for freeride and downhill use.



**PRO BEAD**  
BUTYL INSERTED  
REINFORCED BEAD

Now the improvements not only brings great performance, but also lead our riders directly to the champion!



Joao Mendes in training course



CHAOYANG DH team, got the 2<sup>nd</sup> and 3<sup>rd</sup> in race "DESCIDA DAS ESCADAS DE SANTOS 2016"



Rui Teixeira got the 1<sup>st</sup> place in the 5<sup>th</sup> race of the Regional Minho of DHI Championship



Rui Teixeira and Jorge Silva got the 1<sup>st</sup> and 2<sup>nd</sup> place in the Regional Minho of DHI Championship

Now the Gladiator DH is available for both 26' and 27.5' version.

	Part No.	Size	ETRTO	Technology	Compound	TPI	Bead	Color	Weight(g)
<b>NEW</b>	E113005	27.5X2.35	60-584	Dual Defense / Pro Bead	3C-DH	60	Wire	Black	1298
<b>NEW</b>	E108005	26X2.35	60-559	Dual Defense / Pro Bead	3C-DH	60	Wire	Black	1267

# Bicycle tire Silica compound



unique SILICA COMPOUND FOR ROAD RACING

- SILICA-MAXX:** Professional racing compound with super grip and lowest rolling resistance performance.
- SILICA-SPEED:** All condition road racing compound offers excellent grip and low rolling resistance, while provides exceptional tread wear.
- SILICA-TRAINING:** Our performance compound for all condition training use, with ideal durability and grip, usually comes with anti-puncture technology like Shark Skin or Hippo Skin. Extra mileage for extra fun!
- SILICA:** Economical choice to have a taste of our magical Silica compound.

	SILICA-MAXX	SILICA-SPEED	SILICA-TRAINING	SILICA
GRIP	██████████	██████████	██████████	██████████
ROLLING RESISTANCE	██████████	██████████	██████████	██████████
mileage	██████████	██████████	██████████	██████████

## ABOUT SILICA TECH

With years of experience in Ultra High Performance car tires, we adapted our unique SILICA technology to bicycle racing tires perfectly.

It is known that better grip comes with higher rolling resistance. Our unique Silica Tech keeps an ideal balance between tire rolling resistance and grip performance.

Silica material effectively reduces friction between rubber atoms, thus lower energy consumption and provides lower rolling resistance.

Tires with our unique Silica Tech compound have soft and flexible tread, which helps enlarge the contact area to boost perfect grip ability.



# ZC Rubber's dealer meeting of Latin America

ZC Rubber hosted the 2015 Dealer Meeting in Panama to discuss the future business and brand promotion of WESTLAKE and GOODRIDE.

For ZC Rubber, Latin America is one of the most important market occupying high shares of total sale revenue. Meanwhile ZC Rubber's exports to America is increasing remarkably comparing the year of 2013 and ranks top 5 among the all Chinese companies.

Mr. Guorong Ge, vice president of ZC Rubber, emphasized that globalization is the decided direction of ZC Rubber's development. On the company's global map, there are already ten subsidiary factories, including 9 plants in China and 1 oversea plant in Thailand, which provide safe tires with great value around the world. ZC Rubber is committed to providing suitable production for local market demands and delivers valuable tires different from other China-sourced tires.

ZC Rubber always develops long-term win-win partnership with distributors. "We hope local dealers shall



change marketing strategy and promote sales with the experience and distribution networks. On the other hand, our company will support the dealers focusing on delivery, sales and adjustment policy and advertisement investment." Mr. Ge said.

Nowadays ZC Rubber sets up subsidiaries in North and South American and planned to have another

one in Europe. They are in charge of local marketing and service to provide more support to the local dealers. In the meantime, Mr. Ge said, "Overseas R&D centers will be set up soon to meet local market needs and it will help enhance our competitiveness in an age of increasingly complex tire technologies."



# WESTLAKE tire sponsored racer is expected to be Drift God



# WESTLAKE tire's appearance in drift competition (Thailand)

**W**ESTLAKE tire of ZC Rubber sponsored racer S Chanatpon Kerdpiam (S) has got a good place in All Star Drift Thailand Championship 2015, the biggest drift competition in Thailand.

The whole race includes 4 rounds throughout the year, the competition attracted many racers from Malaysia, Singapore and Indonesia. The racer who gets the highest total score will be the 1st drifter in Thailand.

S is a well-known racer and has been scored extremely highly at many races, such as 1st place Formula Drift Asia Malaysia 2013 (Biggest Drift license in the world), 2nd place D-1 Grandprix Thailand 2013 (Biggest Drift Japan's license) and 1st Drift God Thailand 2013. People are always impressed with his technical expertise and dexterity, which is similar to that of

WESTLAKE tire. he also got 98.5 score, number 1 quality score in 1st race and the top result with the speed 97.5 Km/hrs in round 3 in All Star Drift Thailand Championship 2015.

Cooperated with WESTLAKE tire for many years, S thought highly of its high-quality tire at an excellent price. In his opinion, the tires are extremely important part of the car and have an enormous influence on the safety and performance of an automobile, especially in such an intense battle.

ZC Rubber said that the company concentrates on the valuable tires and undoubtedly, the intense racing is one of the important battlefields for testing the quality of tire. And ZC Rubber always commits to help more young racers equipped with WESTLAKE tires and present the wonderful games for all the people.



**W**ESTLAKE tire sponsored racer S Chanatpon Kerdpiam (S WESTLAKE) achieved a high total score in the M-Storm Drift Competition equipped with WESTLAKE SPORTS RS.

M-Storm Drift Competition has been held for 13 years since it started on 2002. It is the oldest drift event in Thailand and attracts many foreigner drifters joined the wonderful event such as Japan, Malaysia, Singapore, Philippine and etc. Racers who get the highest score after completing the three-round challenge will be pronounced the title as the "Drift God", which is the honor that S WESTLAKE has been owned in 2012.

The race began at September 14, 2015. In the qualify test, S got highest speed in the qualify stage with his good quality score could through qualify stage easily. WESTLAKE SPORTS RS is an ideal drifting tire with special design and components based on competition experience, which will provide surprisingly strong backing for S WESTLAKE.

Actually, as a well-known racer, S WESTLAKE achieved the top result at the All Star Drift Thailand Championship 2015. S WESTLAKE got No. 1 total Score in Thailand for first 2 races and won the second place in the third round. In the final race, we expect that S WESTLAKE's total score will be No.1 for 2015 and become Drift God 2015.





# Monster Energy King of Europe Drift 2015



## WESTLAKE tire sponsors Leicester Tigers



**W**ESTLAKE tire of Zhongce Rubber Co. Ltd. (ZC Rubber) has become Leicester Tigers' official match ball sponsor and Leicester Tigers is the most successful English club since the introduction of league rugby in 1987.

WESTLAKE tire is currently strengthening its range of truck and van tires and has turned to one of the strongest, best-performing rugby teams in Britain to further its brand exposure. With WESTLAKE's brand message outlining a dedication to producing 'seriously strong' tires, the affiliation with rugby is a perfect fit.

Grantham-based tire company, Vacu-Lug Traction Tires, distributes WESTLAKE commercial vehicle tires throughout the UK in association with Zenises, WESTLAKE's brand partner in several European markets, and the products can be viewed online via the Vacu-Lug website: [www.vaculug.com](http://www.vaculug.com).

As part of the Match Ball sponsorship, WESTLAKE's strong branding can be seen throughout the Leicester Tigers' stadium and Vacu-Lug is also further involved with the Tigers through its sponsorship of first team player Matt Smith.

# WESTLAKE SPORT RS appeared at D1GP

**W**ESTLAKE Racing Tire SPORT RS of ZC Rubber appeared at the D1 Grand Prix, which is as important as "F1" in the field of drifting, representing the highest level of drifting in Japan. It was the first time for Chinese to attend the race that Shaohua Zhang, who is called the China's first man to drift, one of the WESTLAKE drifting team members, competed with more than 60 top pro riders from all over the world with WESTLAKE Racing Tire SPORT RS.

The match was difficult and hard-fought in reality. When competing with Kuniaki Takahashi, the champion of D1GP in 2014, Zhang fully showed his excellent skills and scored 9 in the first round, which was higher than the score 8 that Kuniaki Takahashi got. However, it was a pity that Zhang was 0.5 points lower than his opponent in round 2. Nevertheless, people were impressed by his

amazing skills. It was a significant landmark for going out of China for Chinese racers.

Tires' performance was also valued, including strong grip, handling stability of tires. WESTLAKE Racing Tire SPORT RS, which is chosen by Zhang, are specially designed for car-racing and street racing by ZC Rubber. The WESTLAKE tires are wildly popular among racers, including Tetsuya Hibino (one of top-notch racers in Japan, the champion of D1GP), S Chanatpon Kerdpiam (a well-known racer in Thailand).



# WESTLAKE's exhibition at Italy's Autopromotec show

**W**ESTLAKE tire of ZC Rubber made an surprising appearance on May 20-24 at the 26th edition of Autopromotec, the international exhibition of automotive equipment and aftermarket products that takes place every two years, and welcomed tens of thousands of customers to visit at hall 15, booth A2 during the opening time.

According to Autopromotec's official report, the 2015 exhibition attracted a total of 1,587 exhibitors and 103,989 visitors, which show that it is an outstanding platform for WESTLAKE's further development on the international market. WESTLAKE introduced, during the exhibition, its new products, including new WESTLAKESA37, SU318 and SW618. A series of passenger car

tires with new patterns and all-steel radial truck tire were highly recommended.

Carrying out WESTLAKE's brand concepts "more safety and comfortable", the new tires obviously drew a lot of attention. Many long-term cooperative partners from European came to negotiate business and discussed the further expand existing cooperation. Meanwhile, the exhibition appealed to many new customers, who thought that it was a good opportunity to recognize the well-known Chinese tire brand and considered joining the team of WESTLAKE. Some of these customers even decided to reach purchase agreements with ZC Rubber on the scene relying on WESTLAKE's brand power and produce quality.

WESTLAKE increased its brand and obtained substantial market coverage through the participation of exhibition.

When it comes to the cooperation, the company officials said that ZC Rubber will provide more various and effective supports for distributors and customers, building a close cooperation relationship with them—everyone wins.



# Tirexpo Asia in Singapore



As the Tirexpo Asia 2015 opened, WESTLAKE tires, Chaoyang tires, GOODRIDE tires of ZC Rubber appeared on the exhibition. Mr. Shen Jinrong, the President of ZC Rubber, Mr. Su Yongmin, General Manager of ZC Rubber's International Trade Department, Mr. Wang Jinwen, Asian Sales Manager of ZC Rubber's International Trade Department, and Mrs. Lee Fei, Executive Director of Lam Seng Huang Co.(Pte.) Ltd. arrived the exhibition site and communicated with customers. Then a conference was held to arrange the new plan in 2015 with more than 80 distributors.

Tirexpo Asia is the biggest tire exhibition in the south-east Asia. The tires lying on the stall of ZC Rubber were agricultural tires, off the road tires, industrial tires, solid tires, which appeal to many distributors who come from Asian countries like Burma and Indonesia. What's more, They highly praised the new WESTLAKE tires, which were distributed by ZC Rubber in 2015. Mr. Shen and Mr. Su had an in-depth talking with them about the sale and difficulties, offering valid solutions for them.

In the meeting with the company's dealers, Mr. Shen said that tire industry is reaching a turning point already and the winter of industry is around the corner. According to the new economical situation, ZC Rubber adjusted strategy by developing new products that meet consumer's different needs and stepping up services. A series of high-quality tires would be promoted seriously in south-east Asia, such as the new WESTLAKE WSR1, WDR1, WDM1 and driving wheel AD713, AD733, AD751. Furthermore, economical products would cover the field of forest, mine, PCR, which were characterized by local market demands.

# Tirexpo India in Chennai



ZC Rubber has attended the Tirexpo India 2015, the one-stop marketplace for buyers and sellers of tires and workshop equipment, and brings its popular products of different brands to the exhibition from July 7 to 9.

ZC Rubber appears on the exhibition with its latest products and technology after months of preparation, aiming to connect with potential new collaborations and business opportunities. Tire brands of ZC Rubber, including WESTLAKE, GOODRIDE, CHAOYANG and TRAZANO, are on display. ZC Rubber shows 12 tires, such as GOODRIDE SA07, WESTLAKE RP36, AZ670 and Chaoyang CB332, covering PCR and TBR for the Southeast market in exhibition area booth C07.

"We always try our best to provide premium products for customers. All products have to pass strict inspection before they go out. The exhibiting tires are also carefully selected relying on the local marketing demands and the Tirexpo India is an umbrella platform for further recognizing by customers," ZC Rubber official says.

As one of the top 10 tire manufacturers in the world, ZC Rubber substantially expands the market share, in parallel with the opening of ZC Thailand. The new factory is developed in response its need to enhance competitiveness in an expanding market of Southeast Asia and South Asia.



# SEMA Show in Las Vegas U.S.

ZC Rubber attended 2015 SEMA Show with its tire brands: WESTLAKE and ARISUN. Jinrong Shen, the president of ZC Rubber, arrived at SEMA and communicated with customers deeply together with Yongming Su, general manager of international trade department.

The SEMA Show is the premier automotive specialty products trade event in the world and draws the industry's brightest minds and hottest products to one place, the Las Vegas Convention Center. The 2015 SEMA Show drew more than 60,000 buyers and a New Products Showcase featured nearly 2,500 newly introduced parts, tools and components.

The purpose for ZC Rubber's attending is to show the high quality of China-source tire and. Products on display included PCR, LTR, SUV, TBR, OTR, meeting the needs of different customers around the world. Environmental protection is one of the most important elements for ZC Rubber. WESTLAKE tires are low rolling resistance tires, which will minimize wasted energy as a tire rolls, thereby decreasing required rolling effort. Many ARISUN tires are met energy efficiency standards "SmartWay" set by the EPA, reducing fuel consumption and improving air quality.

Those tires were popular in the market so that dealers from US, Mexico and Canada were interested in them and talking up cooperation with ZC Rubber. ZC Rubber has a team of experienced highly qualified experts from around the world and strictly abides its principles of high-quality products, to guarantee the security escorts for customers.

# Mid-America Trucking Show



# Bicycle shows list for 2016

Shows is where exhibitors display their latest products and communicate with industry companies and end consumers. CHAOYANG bicycle tires will surely be there in the world's top shows, offering our best products to customers, media and end consumers. We'll be expecting see you at these shows. Please also keep updated to our official event page on <http://www.chaoyangtire.com/index.php/info/events>



**2016 Taipei Cycle Show**  
Date: March 2-5  
Place: Taipei Nangang Exhibition Center Hall 1  
Booth: N0531



**The 2016 China Int'l Bicycle Fair**  
Date: 6-9 May, 2016  
Place: National Exhibition and Convention Center



**Eurobike Show 2016**  
Date: 31st August - 4th September  
Place: Messe Friedrichshafen, German



**INTERBIKE Show**  
Date: 21-23 September, 2016  
Place: Mandalay Bay Convention Center, Las Vegas, Nevada



**Taichung Bike Week**  
Date: 18-21 October, 2016  
Place: Splendor Hotel, Taichung, Taiwan



## Rider sponsor in 2016



**JORGE SILVA**

Jorge Silva is 4 times Champion of Regional of Minho of downhill in Portugal, and has been present in 9 podiums in the season of 2015, and loves all kinds of two wheels sports!

Jorge started competing 8 years ago, and is part of the team RGI/Centro óptico de fafe.

He is competing now in the main category and loves adrenaline.

Photo: XCE World Champion Daniel Federspiel  
**DOWNHILL**  
Jorge Silva



**RUI TEIXEIRA**

Rui Teixeira

Rui Teixeira is from Portugal and semi-professional downhill athlete, currently integrated in the team RGI/Centro Óptico de Fafe.

He started on the modality with 11 years old, he races as federated since the 15 years old and already has a very good racing history.

Downhill is his passion, as well as other sports on two wheels! He loves competition and all that is related with bikes!

He is very dedicated and perfectionist, he strives a lot to achieve his goals and dreams, he struggles to be among the best Portuguese riders and he dreams one day have the opportunity to compete in World Cup races!

We are proud to announce riders that join CHAOYANG Race Family. Stay tuned to the coming new season.

### Road

RTS-Santic Racing Team has over 10 years of racing history and is the oldest team in Asia Tour. The team pursuits for speed and grip, which call for a whole new compound to lower the rolling resistance yet maintain perfect grip performance, especially on wet condition. Thus we created the unique silica compound to achieve the team's goal. The model Viper is the direct result of working closely with the team.

### Cross Country

Chaoyang and World Champion Daniel Federspiel join forces!

With the start of the 2016 season Chaoyang tires will sponsor the World fastest MTB Pro

Daniel Federspiel. The Austrian Eliminator Champion will be integrated in a performance development program which the biggest Chinese tire maker set up for this year. "The goal is clear, to defend my World title at Nove Mesto", Federspiel comments on the set target. The tire weapon for Federspiel is the new Chaoyang "Merlin", a superlight and with its Silica compound extremely fast tire - exactly what the Champion needs.

# CHAOYANG bicycle tire - project pilot

CHAOYANG is very proud to support athletes with its high quality products.

To support cycling initiatives and provide sponsorship to help develop the athletes' abilities have always been our long-term goals.

## PROJECT PILOT DETAILS

CHAOYANG not only provides athletes the best products, but it is also thought to partner with by the professional teams and riders. We are always encouraging our distributors cooperate with top riders.

We hope our athletes to be the best and are able to achieve great results on the track. More importantly, how they represent our partnership. These relationships are far more than just a simple relationship. They reflect our deep partnership. In addition to our sponsorship, we also need your advice on the improvements of the products to make it possible for us to improve step by step.

All the sponsored athletes must submit a follow-up report at least two times during the race season with photos, race report, athlete blog entries or records of any popularization on Social Media platforms such as Facebook or Twitter in order to show the indication of collaboration with CHAOYANG.

## KIT LOGO PLACEMENT STANDARDS

Requirements for the logo and a template for cycling jerseys or other demands, please notify us and we will pass them on to you as soon as possible.

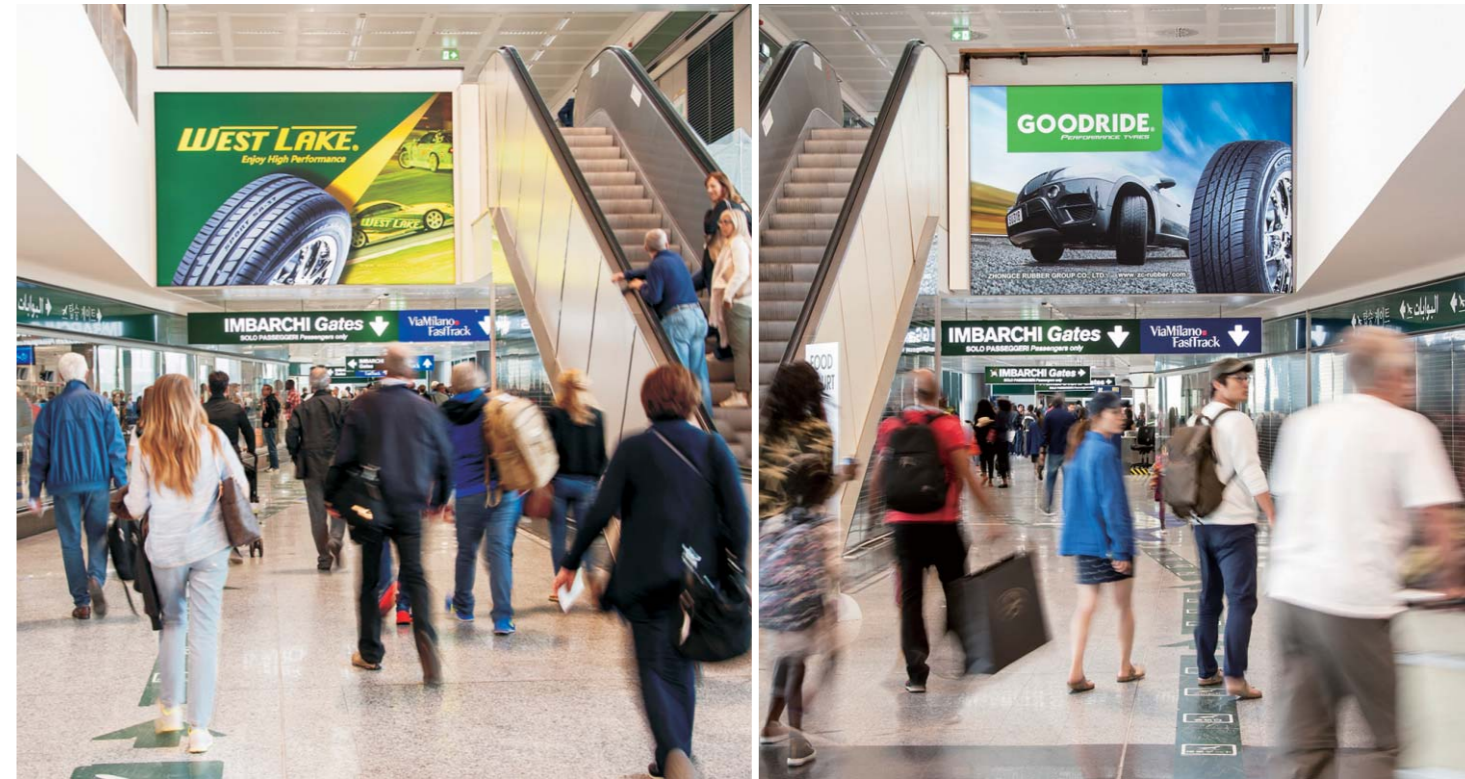
## MARKETING MATERIAL PACKAGE SUPPORT

You will receive full support from CHAOYANG marketing team.

- Required sponsor tires;
- Latest products and prototypes;
- Marketing materials support including but not limit to:
  - Feather flag;
  - Canopy set;
  - Folding chair;
  - Cool caps;
  - T-shirts;
  - Hoody;
  - Bracelet;
  - Stickers.

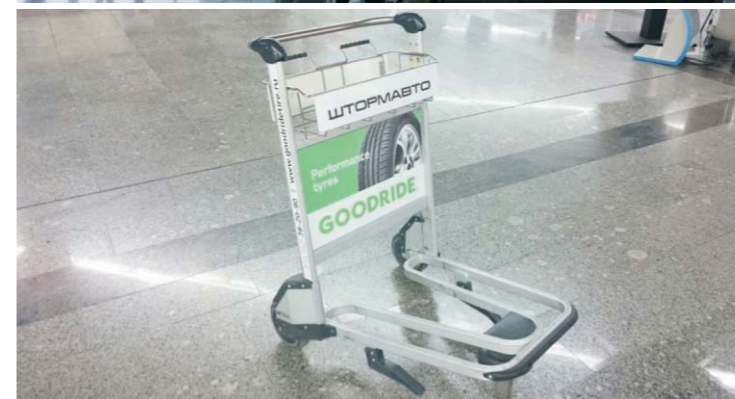
## Are you interested in joining CHAOYANG race family?

We are very glad to have you joined our sponsorship program. We need your application and approbation plan. Please write to us by email: [passion@zc-rubber.com](mailto:passion@zc-rubber.com)



Milan, Italy	Milan, Italy
Russia	Bangkok, Thailand
Russia	Thailand

# Airport advertising



**TRUCK AND BUS TIRE**

**AS600**

Computer aided FEA design provides exceptional handling ability with built-in lateral resistance to prevent excessive tire flexing and improve fuel economy.

SmartWay Approved

Long Haul

**WEST LAKE**

**SNOW TIRES**

A quiet tire with value and safety!

SmartWay Approved

**ARISUN**

PHILIPIN TRUCK TIRES

**AS600**

Long Haul

SmartWay Approved

**WEST LAKE**

OFF ROAD TIRES

WESTLAKE TIRE FEATURES

SmartWay Approved

**GOODRIDE**

Performance Tyres

**A Tyre for Your Safety**

SmartWay Approved

**WEST LAKE**

PHILIPIN TRUCK TIRES

**WESTLAKE TYRE FEATURES**

SmartWay Approved

**ZHONGGE RUBBER GROUP**

**Vom Fahrradreifen-Hersteller zum Global Player**

Zhongge Rubber (ZIG) hat in den vergangenen 20 Jahren eine stromerhebende Erfolgsgeschichte geschrieben. Der Start auf der USA in Hannover mit Low-Backen der Marke Westlake sieht nicht übertrieben aus.

Die 20-jährige Geschichte von Zhongge Rubber Group Co., Ltd. (ZIG) ist eine Geschichte der kontinuierlichen Entwicklung und des Wachstums. Von der Produktion von Fahrradreifen in China bis zur Herstellung von Lastwagenreifen in den USA, hat ZIG sich als führender Hersteller von Reifen etabliert. Die ZIG-Fabrik in Hannover, Deutschland, ist die größte Reifenfabrik in Europa und produziert jährlich über 10 Millionen Reifen für den europäischen Markt. Die ZIG-Fabrik in Thailand ist die größte Reifenfabrik in Asien und produziert jährlich über 10 Millionen Reifen für den asiatischen Markt. Die ZIG-Fabrik in Mexiko ist die größte Reifenfabrik in Nordamerika und produziert jährlich über 10 Millionen Reifen für den nordamerikanischen Markt. Die ZIG-Fabrik in Brasilien ist die größte Reifenfabrik in Südamerika und produziert jährlich über 10 Millionen Reifen für den südamerikanischen Markt. Die ZIG-Fabrik in Indonesien ist die größte Reifenfabrik in Südostasien und produziert jährlich über 10 Millionen Reifen für den südostasiatischen Markt. Die ZIG-Fabrik in Vietnam ist die größte Reifenfabrik in Südostasien und produziert jährlich über 10 Millionen Reifen für den südostasiatischen Markt. Die ZIG-Fabrik in Philippinen ist die größte Reifenfabrik in Südostasien und produziert jährlich über 10 Millionen Reifen für den südostasiatischen Markt. Die ZIG-Fabrik in Thailand ist die größte Reifenfabrik in Asien und produziert jährlich über 10 Millionen Reifen für den asiatischen Markt. Die ZIG-Fabrik in Mexiko ist die größte Reifenfabrik in Nordamerika und produziert jährlich über 10 Millionen Reifen für den nordamerikanischen Markt. Die ZIG-Fabrik in Brasilien ist die größte Reifenfabrik in Südamerika und produziert jährlich über 10 Millionen Reifen für den südamerikanischen Markt. Die ZIG-Fabrik in Indonesien ist die größte Reifenfabrik in Südostasien und produziert jährlich über 10 Millionen Reifen für den südostasiatischen Markt. Die ZIG-Fabrik in Vietnam ist die größte Reifenfabrik in Südostasien und produziert jährlich über 10 Millionen Reifen für den südostasiatischen Markt. Die ZIG-Fabrik in Philippinen ist die größte Reifenfabrik in Südostasien und produziert jährlich über 10 Millionen Reifen für den südostasiatischen Markt.

**SORPRENDENTEMENTE ATREVIDO**

**TURISMO**

SA07, SV308, SP06, RP28, RP18, SA 37

La fuerza que necesitas.

**WEST LAKE**

by ZENIS36

# Magazine advertising

ZC Rubber posted ads in leading professional tire newspaper & magazines such as *Tire Business* and *Modern Tire Dealer* in U.S., *Tyres and Accessories* in UK, and *AutoradeReifen-Gummibereifung* in Germany.

# Network coverage

ZC Rubber shares latest news and achievements with consumers and end users by various media.

### ZC Rubber Expands in Mexico and Brazil

Posted on November 30, 2015

ZC Rubber Group Co. Ltd. has opened its second store in Mexico and established a subsidiary in Brazil.

The new store is located in Cancun. Guorong Ge, vice president of sales for ZC Rubber, says the company will increase investment in the Westlake brand with promotions by magazine, new media, street advertisements, car advertising and exhibitions.

The company also says it will strengthen TBR market and vigorously develop PCR markets in Mexico.

### tyrepress

The website for tyre and wheel professionals

NEWS MARKET INFO MAGAZINE TYRE TESTS BUSINESS DIRECTORY EVENTS JOBS

Home » Zenises, ZC Rubber give to schools

**Zenises, ZC Rubber give to schools**

Thursday 10th December 2015 | 0 Comments

The Zenises Foundation and ZC Rubber have shared details of separate projects undertaken with schools in Africa and the Caribbean.

Some 239 million people in sub-Saharan Africa are hungry, observes the Zenises Foundation. In South Africa, one in four does not have food security in a country where malnutrition is still a major underlying cause of death in children under the age of five. To help raise awareness of global hunger and support communities close to its South African business, the Zenises Foundation started working with Please (Products Leading Economic and Social Empowerment) in November 2015 to undertake a 'Pot Drop' at the Kiddies' Paradise School in Johannesburg.

These 65 children will be provided with a nutritious breakfast every school day for the next 12 months. Zenises worked with Please to develop a recipe where the required nutrients for the whole day are provided to the child in one tasty porridge breakfast.

Zenises says it believes business can be a platform for economic and social change through sustainable and community-driven initiatives and hopes the local actions it encourages and supports will help to support future generations.

Zhonnese Rubber Group, also known as ZC Rubber, has donated more than 1,000 uniform shirts for the

**ZC Rubber plans additional truck tyre line at Thai plant**

Thursday 2nd July 2015 | 0 Comments

On 29 June ZC Rubber Group hosted the grand opening ceremony of ZC Rubber Thailand, the leading Chinese manufacturers' first overseas manufacturing subsidiary, located in Rayong, Thailand. At the same time the company's top executives took the opportunity to announce the foundation of new TBR production line in order to meet "the quickly increasing demand on medium and heavy truck tyres from Southeast Asia and South Asia. ZC Rubber will keep on the globalization strategy for a better future."

According to the company, over 500 VIPs and guests attended the ceremony to celebrate the opening. The plant covers the area of over 570,000 square metres and is equipped with the most

**Jinrong Shen, president of ZC Rubber Group, announced the foundation of the new truck tyre line at the opening of the company's Thai car tyre**

### Three ZC Rubber Tires Gain SmartWay Approval

Posted on January 15, 2016

Three Arisun and Westlake brand tires manufactured by Zhongge Rubber Group Co. Ltd. (ZC Rubber) have received SmartWay approval from the U.S. Environmental Protection Agency (EPA).

The three radial tires to obtain SmartWay verification are:

- Westlake AT566 long haul tire;
- Arisun AT570 long haul tire; and
- Arisun AD778 regional driver tire.

ZC Rubber says the Westlake AT566's strong steel belt improves casing durability and promotes multiple retreads.

ZC Rubber says the premium tires were verified for meeting efficiency standards in fuel consumption and releasing reduced gas emissions. The company says low rolling resistance tires help customers lower fuel costs as well as help protect the environment.

### Westlake sponsors Leicester Tigers rugby team

By TIRE BUSINESS STAFF

LEICESTER, England (Nov. 30, 2015) — Zhongge Rubber Co. Ltd.'s (ZC Rubber) Westlake tire brand has become the official match ball sponsor of the Leicester Tigers rugby team.

The Chinese tire maker is strengthening its range of Westlake truck and van tires and is expecting its rugby team sponsorship to increase brand exposure, according to ZC Rubber.

"With Westlake's brand message outlining a dedication to producing 'seriously strong' tires, the affiliation with rugby is a perfect fit," the

### ZC Rubber opens unit in Brazil

By TIRE BUSINESS STAFF

SAO PAULO, Brazil (Dec. 1, 2015) — China's Hangzhou Zhongge Rubber Co. Ltd. (ZC Rubber) has established an import/export company in Sao Paulo to handle distribution of the tire maker's Westlake and other brands in Brazil.

ZC Rubber Brazil Importacao e Exportacao Ltda. is the Chinese company's second overseas subsidiary, following the start in 2012 of ZC Rubber America for the North America market.

### Arisun, Westlake tires earn SmartWay status

By TIRE BUSINESS STAFF

NORWALK, Calif. (Jan 15, 2016) — Three radial truck tires manufactured by China's Zhongge Rubber Group Co. Ltd. (ZC Rubber), two Arisun and one Westlake, have been verified as fuel-efficient under the U.S. Environmental Protection Agency's SmartWay program.

The three radial tires that obtained verification are:

- Arisun AT570 long-haul trailer tire;
- Arisun AD778 regional drive tire; and



## ZC Rubber Thailand visits Cambodia children

ZC Thailand visited Cambodia children who lack of adequate parental care at the PRAPHASSORN building site in Thailand.

PRAPHASSORN is a residential district in Thailand's Rayong Industrial Park, which is about 20 -minute drive from ZC Thailand. The children should be taken good care of. However, due to the busy work, their parents have no enough time to look after them and have no money for them to go to school. Several volunteers provide more help for them and take care of them.

ZC Thailand brought delicious food for the children, such as rice, fried chicken and egg. After the meal, Hua Chen, the general manager of ZC

Thailand, shared gift with kids—a box of colored pencil, which represent best wishes for children to paint their future in bright colors. The excited children expressed their appreciation with folded hands and gave many small performances for the visitors.

Ranked as the global top 10 tire manufacturer, ZC Rubber insists on provide valuable products and services for customers and shoulder social corporate responsibility at the same time, adhering to highlight the value of the company in the service of society. ZC Rubber believes that the company develops by the support from society. Along with the development of the company, the company should be actively engaged in public welfare. The

company, who has a sense of social responsibility and mission of the enterprise, is truly worthy of the trust business.



## ZC Rubber donates 1,000 uniforms to Caribbean school

Zhongce Rubber Group Co. Ltd. (ZC Rubber) has donated more than 1,000 uniform shirts for the students in Central Abaco Primary School (CAPS) on the Abaco, Bahamas, along with its local customer Abaco Battery and Tire.

ZC Rubber, the largest tire manufacturer in mainland China, is the cooperated supplier of Abaco Battery and Tire on the business of GOODRIDE Tires. Central Abaco Primary School is a public primary school in the Ministry of Education and is located on the island of Abaco in the Bahamas.

ZC Rubber shared that they were grateful for the opportunity to present the shirts to the local school. Comfortable and practical designed shirts are the basic needs of school children in their daily lives. And the smile on the faces of the beneficiaries clearly showed that the company's effort is valuable, which is the motivation of its charity road around the world.

Michael Jones, operation manager of Abaco Battery and Tire / Shell Station in Dundas

Town, said that they recognize that it is a difficult time for some parents. Therefore, they sought to do something different that would be most helpful to parents. She added that their objective is to also touch base with the students who they are helping and providing such beneficial items for. "So we strayed away this year from the backpacks and books and all that, and we decided to do shirts this year."

The donation was enthusiastically received by Principal Beatrice Moxey because with a student population of 853 registered students, there were students who greatly benefited from the donation.

ZC Rubber said that it would continue to walk in the way of perfect charity. Besides CAPS, uniform shirts were sent to Treasure Cay Primary School as well to assist students there. Also the company has visited the children of Cambodia without parental care and provided delicious food and useful stationeries for them.

