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ZC 中策家苑

ZHONGCE Club 17

family

2017

ZC family ZHONGCE Club 2017 中策家苑

Happy
New Year
恭賀新禧
2017

中策大家庭
越来越好





The Chinese writing means **OUR FUTURE WILL BE BETTER AND BETTER**. The writing is presented by Venerable Master DaoSheng from Mount PuTuo, one of the most famous Buddhist mountains in China

ZC中策家苑 family 2017

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Innovation for the Future

Mr. Shen Jinrong, ZC Rubber Group Chairman & President



It is the very beginning of year 2017, a new start for ZC Rubber Group and the Chinese tire industry. I, on behalf of all the staffs and employees of ZC Rubber Group, shall say thank you to all our distributors, partners, and members of ZC Rubber family. Wish all of you will have a happy new year for 2017.

The passing 2016 witnessed great changes in the Chinese tire industry involved in tough competition as the weak global economy brought less demand on tires in the first 8 months. From September, China market recovered from the long-time weakness due to the increasing OE market demand brought by government policy adjust-

ment reducing the pay load of truck and trailers. Then the low rubber and other raw materials inventories cannot meet the suddenly increasing demand of tires and the price of such raw materials is rocketing from the bottom.

In such a changing period, ZC Rubber family still achieved a great success with the support from all distributors and partners. In 2016, ZC Rubber remains as the No. 1 tire manufacturer in mainland China and No. 10 in the world. The output of radial truck tires reached nearly 15 million pcs with consumer tires over 26 million pcs. ZC Rubber is continuously pushing the globalization by establishing new overseas branches in South America and Europe besides the available North America branch and Thailand factory. ZC Rubber will focus on the customers' demand and seize any business opportunity for our better future.

In 2017, ZC Rubber will continue to introduce valuable products with remarkable performance. The product upgrading covers not only the truck tires but also passenger car tires. ZC Rubber will study the market demand carefully, then recommend most suitable products to the consumers. Also, ZC Rubber invested millions of dollars on the R&D projects and started long-term R&D projects with leading universities and institutes in China and overseas. The R&D projects provide better solution for different road condition, pay load, and driving, ensuring that all end users has satisfactory experience when using ZC Rubber products. Safe and value will be always the commitment of ZC Rubber for today and for future.

In 2017, ZC Rubber will save the production cost by improving the IT system and introducing smart production. New IT software system and production automation as well as production robots have been invested during the past 2016 and will continue in 2017. The improvement will cover R&D, production, logistics, and aftermarkets adopting 39 projects, among which 24 projects are leading the domestic industry. The target of ZC Rubber IT and smart production is aiming at the reduction of production cost, the enhancement of production efficiency, the upgrading of product quality, and finally to strengthen the competitiveness of ZC Rubber and to build up ZC Rubber as one of the leading worldwide tire manufacturer.

In 2017, ZC Rubber will pay more attention on environment protection during the production and develop new

generation of green tires. ZC Rubber is now introducing Nitrogen for tire curing instead of steam. The change helps to save millions of dollars cost and reduce the emission of greenhouse gas by over 10%. Also, ZC Rubber products received the SMARTWAY verification from EPA (United States Environment Protection Agency) and show improved rolling resistance labels for both passenger car and truck tires in Europe market. In the future, ZC Rubber will devote to the development of new products with low rolling resistance, the reduction of hazardous materials, and the clean air emission.

In 2017, ZC Rubber will cooperate with global partners and distributors to increase the market shares in both domestic and international market. Besides the introduction of suitable and valuable products, ZC Rubber will support the brand promotion and retailer stores in global market. Furthermore, ZC Rubber's overseas subsidiaries will offer prompt and effective aftersales service to enhance the customers' satisfaction. In addition, ZC Rubber will set up new logistic system and arrange direct shipment to most of locations designated by local distributors to save the transportation cost.

Generally, the changing market keeps on bringing great challenges and competition for all the ZC Rubber family members. However, ZC Rubber will always support all our distributors and partners to expand the market shares and increase the sales by valuable products and reasonable cost, by brand image and promotion, and by quick response to the customer demands. As the leading Chinese manufacturer, ZC Rubber will also focus on the social responsibility and environment protection. ZC Rubber will differentiate itself from the other competitors and build up the premium brand image in global market. Finally, ZC Rubber wishes all distributors and partners will have a fruitful 2017 and a better future.

沈金荣



葛国荣

Integration & Partnership for Better Future

Mr. Ge Guorong, VP of ZC Rubber

2016年轮胎行业波澜不惊，行业的竞争依然较为激烈，但全球经济逐步回暖以及中国经济的稳步企稳向好，特别是国内重卡市场因国家政策调整而引发需求大幅度上升，带动配套市场的火爆增长（2016年1--10月仅重型卡车增长就达24.62%），使得全年国内大部分轮胎企业实现了稳定增长。

Year 2016 is a year of hope while most Chinese tire manufacturers reported moderate growth of both revenue and operating income. Though the competition remains tough because of the over-capacity, the market is still growing steadily as

the global economy is recovering slowly led by the booming U.S. economy and the steady Chinese GDP growth at 6.7% during the past quarters. In addition, the TBR OE market in China started a rapid growth with a 24.2% sales increase of medium and heavy trucks from January to October in 2016.

2017的全球政治、经济形势以及企业微观生存发展都将会出现很大的变数。从全球来讲，反全球化倾向和民粹主义有所抬头，中国出口的空间和深度面临挤压。从国内而言，由于货币的增发和供给侧改革的成果初现，2016年

9月份开始的以天然胶为首的轮胎原材料暴涨，造成企业生产成本压力陡增。而这么大的成本压力，企业是无法全部完全释放到终端去的。成本的消化只有靠企业的自身实力来扛住，这种状况会加快企业的优胜劣汰、整合兼并。

The global business and politics environment is expected to experience a great change as well as the tire industry. The thoughts of anti-globalization and populism bring the concerns about free trade and the risks that the made-in-China products will face more difficulties to enter international market.

Unfortunately, the Chinese tire manufacturers are suffering the results from the easing monetary policy. The increase of money supply, together with the supply-side reforms by local government, reduces the supply of certain raw materials and brings unpredicted inflation. Since September 2016 the raw materials, including rubber and steel cords, has increased nearly 20% -40% and brought great cost pressure on Chinese tire manufacturers. They have to absorb most of the cost increase as the total demand, though remains increasing during the past years, is still weak compared to the over-capacity appeared in the happy period of 2009-2013. In such a case, the tire industry will experience reshuffle and change in the coming years.

2017年我们应该更多关注乐观积极的因素。首先，中国经济结构调整已经初现成效，第三产业增长仍居首位，2016年1--9月增长7.6%，推动了物流业的发展以及对轮胎的需求；其二，2017年随着“一带一路”战略的深入，包括中国在内的多个国家基本建设投资将持续加大，包括美国候任总统特朗普也承诺加大美国基础建设投入。这些投入必将推动轮胎市场需求的持续回升；其三，全球经济经历多年低谷，已经出现逐步好转及回升趋势，预期会带动资源类产业从谷底复苏，预计在2017年上半年也会有所起色；最后中国配套市场将在2017年上半年继续保持旺销态势。所以2017年轮胎市场的需求会随着上述利好因素而稳步增长。我们全体中策大家庭的成员，应当抓住这个机会，赶早不赶迟，从一月份开始就要主动出击，布局好上半年的销售工作，争取开门红。

However, for the coming 2017, we shall pay more attention to the positive trend and change. First of all, the Chinese economy is, hopefully, achieving a sustainable growth in the coming new year after the supply-side reform and government policy adjustment. Such a growth encourages the demand of all raw materials, final products as well as

tires. Secondly, the Chinese silk road economic belt needs more investment on infrastructure. Mr. Donald Trump, the elected U.S. president, also claims that U.S. need new infrastructure investment too. Reasonable the tire demand will keep on increasing if such investment and construction would start as expected. Thirdly, as a result of growing economy and infrastructure investment, the need of raw materials will recover from the bottom. Finally, the OE market will remain thriving in the 1st half of 2017. Therefore, ZC Rubber forecasts that demand on tires will keep on growing in year 2017. ZC Rubber family will start our hard work from the very beginning of the new year for good sales.

一、数字话中策 ZC Rubber in 2016

历数中策2016年的发展，可以从这两个数据开始说起：1、10。这一年里，中策依然保持着国内轮胎企业NO.1的地位，并以瞩目的销售业绩再次位列全球轮胎企业第10，产品远销160多个国家地区，将中国制造进一步推向了世界。2016年，中策集团预计TBR产量超过1400万条，PCR、LTR产量超过2800万条，在中国轮胎行业占比分别约为15%和10%。

The achievement of ZC Rubber in 2016 may be summarized as the figure of 1 and 10. The company remains as No. 1 of all mainland Chinese tire manufacturers and No. 10 of the top 75 global tire manufacturers (as per Tire Business). The products are distributed in over 160 markets with the total output of over 14 million TBR (truck and bus radial) tires and 28 million PLT (passenger and light truck) tires. The market share of ZC Rubber in China is about 15% for TBR tires and over 10% for PLT tires.

自2015年6月开始，中策泰国公司已经过一年的运作生产，在中策全球生

产布局中扮演着越来越重要的角色。在PCR生产线的基础上，中策泰国新开通了TBR轮胎产品线。目前，中策泰国产能达到PCR 500万，TBR 130万，为东南亚地区提供更多高价值的轮胎产品。中策泰国二期项目的建设正在紧张推进，全面推动产能的提升。此外，投资达6亿多美元的中策安吉公司也于2016年9月部分投入生产，主要集中于摩托车胎、电动自行车胎及内胎等生产。安吉公司的成立并非传统意义上的产能扩张，而是在专业设备、技术提升的基础上，实现整个两轮生产的升级换代，为中策的全球高级车胎市场开拓提供支持。

ZC Rubber is not a China-based manufacturer any more. The Thailand company started mass production after the grand opening ceremony in June 2015. Besides the available PLT production line, ZC Rubber Thailand added a new line to produce TBR tires. Today the total capacity of ZC Rubber Thailand is 5 million PLT tires and 1.3 million TBR tires. The products are mainly focusing on Southeast Asia and North America, and in the future the business will extend to worldwide market.

In September 2016, ZC Rubber Anji hosted a grand opening ceremony. The new subsidiary is focusing on the production of motorcycle tires, bicycle tires, and inner tubes. The establishment of the new subsidiary is not only expansion of production capacity but also the first trial of smart production so that ZC Rubber may upgrade the production and manufacture premium products.

二、中策产品体系全新布局 ZC Rubber Product Portfolio

近年来，国际市场上的轮胎需求发生了重大的变化，消费者更加注重追求高性能的绿色、智能轮胎。轮胎的技术正在不断的进步革新，已经呈现出多元化的格局。为了适应这种转变，中策根

据轮胎市场需求的变化和发展的趋势，以及消费者的切实需求，相继开发了一系列转型的产品。

ZC Rubber realized that the tire market demand has changed greatly. Consumers are seeking for green tires with remarkable performance. The tire technology is also improving constantly. Based on such understanding, ZC Rubber is introducing new upgrading products.

(一) 半钢产品：覆盖全球主流车型

Consumer Tires: for all major segments

为了适应汽车产业向运动化、高性能化的转变，中策全新一代UHP产品SA37（不对称花纹）、SA57（单向花纹）应运而生。随着两款新产品的陆续上市，中策也赢得来自消费者的普遍好评。这两款产品，无论是产品性能、质量还是外观上，都实现了对原来产品SA05（不对称花纹）、SV308（单向花纹）的全面升级替代。目前，中策的半钢产品线涵盖UHP、轿车、SUV、轻卡、冬季胎及特种拖车等类型，已经基本覆盖全球主流车型。2017年，中策将继续升级现有产品性能，并把研发重点集中于超低断面大尺寸UHP及现有产品上，以最大程度满足该细分市场对于中策轮胎的需求。

ZC Rubber launched new UHP lines of SA37 (asymmetric pattern) and SA57 (directional pattern) to complete the product portfolio. The new lines are to replace the available SA05 and SV308 with better performance and appearance as well as more competitive price. The launching of the new products shored up the weak UHP line of ZC Rubber, especially the sizes with low aspect ratio but large rim sizes. Today ZC Rubber consumer tires covers the lines of UHP, Touring, SUV & 4X4, Light Truck and ST trailer tires, in another word, all major consumer tire segments.

(二) 全钢产品：多层次产品架构

Truck & Bus Tires: for all different demands

近年来，中策在全钢产品领域取得长足的发展，目前已经形成全钢产品高、中、低不同层次需要的产品架构，以多层次、多元化的结构呈现在消费者的面前，最大限度的满足消费者不同的需求，并在全球范围内赢得市场一致好评。与此同时，中策越来越关注细分市场的产品诉求，并根据消费者的个性化需求，着重研发了一系列定制产品。

ZC Rubber is proud of its truck and bus tires as ZC Rubber is listed as the top truck and bus tire manufacturers in the world. The products are developed to meet the demand from different market, road surface, and loading condition. ZC Rubber's commitment is aiming to provide the most suitable products to fleets and end users all over the world.

1) 开拓冬季胎市场：针对北欧、俄罗斯和北美冬季市场，研发全新冬季产品线 NS785、ND783、NZ782、NZ780，在抓地性、防滑等性能上实现质的飞跃，并取得欧盟雪地认证。

ZC Rubber is one of the few Chinese suppliers who can supply winter truck tires to Scandinavian, Russia, and North America. The new products in NS785, ND783, NZ780 and NZ728 patterns are popularly accepted by local customers with wonderful wet and ice grip on icy road surface in winter.

2) 针对中南美市场的实际情况，新开发适应较差道路情况的MD738花纹系列产品，增加了12R24.5规格，补充了部分市场畅销花纹的规格，满足当地因道路状况而提出的特殊需求。

The rough road condition brought much more special requirements on tire quality. ZC Rubber, after a thorough market study,

introduced MD738 pattern together with some more other sizes in popular patterns, especially the new size of 12R24.5.

3) 深入了解南亚消费者的使用环境，在此基础上开发出11.00R20-18PR AS66。这款轮胎具有高里程、高强度的产品特性，受到南亚消费者的欢迎。

South Asia is well known because of the high temperature, bad road, and over load. Therefore, new AS66 11.00R20-18PR entered this market using special compound and tire structure.

4) 推出一系列以欧洲市场为基础的新威狮轮胎产品。该产品一经上市就吸引了众多关注，还受到DSV等国际化大型公司的青睐，双方建立了战略合作协议。DSV公司2017年新采购的4000辆拖车将全部指定配置新威狮全钢轮胎。

The new generation of WESTLAKE tires is widely accepted in Europe market after over 18 months' road tests and trial sales. The business expanded to some leading logistic company and truck fleets such as DSV, who placed orders of 4000 chassis for 2017 equipped with WESTLAKE truck tires only.

5) 中策吸取新威狮轮胎的市场反馈及经验，同步研发设计新好运轮胎，作为升级版的新好运轮胎性能提升显著，品质更卓越，将为消费者提供更多实际价值。

In addition, ZC Rubber launched the new generation of GOODRIDE tires after absorbing the experience of new WESTLAKE tires. The upgrade GOODRIDE tires will provide more value for end users by greatly enhanced performance.

(三) 技术研发：对接技术创新

R&D: for future innovation

产品的研发是一切市场竞争的核心。只有了解市场需求，并全身心投入

研发，才能真正为客户提供他们切实需求的产品。中策向来注重提升高端轮胎研发水平，与清华大学、哈尔滨工业大学等国内外顶尖高校、研究所建立技术攻关联盟，推动产学研模式为中策轮胎产品提供更多动力，满足市场变化的需求应变能力。

R&D is always the key to the competition and relies on the careful study on market and customer demands. ZC Rubber nowadays invests millions of dollars on R&D and invites some well-known universities and colleges to work together. The target of ZC Rubber is to develop most suitable and valuable products for the end users.

这些国内顶尖的大学、研究所是技术研发的集中地。通过合作，双方发挥各自优势，形成强大的研究、开发、生产一体化的先进系统，实现了资源优势上的协同与集成化、技术创新的对接与融合。目前，中策与清华大学的噪音分析合作项目取得丰厚成果，保证欧洲产品线顺利通过欧盟二阶段认证；中策与哈尔滨工业大学的力学研究合作，帮助中策轮胎重量更轻、生热更少、质量更好。中策还与北京化工大学开展了石墨烯合作研究项目，将这一新材料应用于低滚动阻力的绿色轮胎研发，进一步为客户带来更多令人惊喜的产品体验。

ZC Rubber launched several R&D projects with the universities and colleges such as Tsinghua University for tire noise analysis and reduction. The result helps to reduce the tire noise by 7% so that ZC Rubber products passed the Stage II European tire labelling requirements on noise without any difficulties. Another project is the tire FEA force analysis with Harbin Institute of Technology. The project improves the tire structure so that ZC Rubber may offer tires with good quality but lower tire weight and less heating. Also, ZC Rubber launched the pre-research of the application of Graphene which is the new material of future with much less weight but 100 times stronger than normal steel cords. If Graphene is used for tires,

ZC Rubber will reduce nearly 20%-30% of tire weight and upgrade the rolling resistance greatly.

中策坚持以客户为中心，从产品研发上追求最大程度满足客户的要求。未来中策会继续注重提升高端轮胎研发水平，升级研发设备，并推动企业国家实验室、企业研究院的建设工作，与国内外高校、研究所建立技术攻关联盟，从技术领域提升提高企业的核心竞争力，满足市场变化的需求应变能力，从而改善轮胎的寿命、性能及降低成本。中策将一如既往地为客户提供更具价值的产品及更好的客户体验。

In general, ZC Rubber will keep a close eye on the customers' demand. For this target, ZC Rubber will continuously invest on the R&D and the upgrading of R&D facilities. ZC Rubber will push the building of R&D team, and will work together with more universities and institutes in China and overseas. All the R&D projects, together with the new products development, will bring longer tire life, better performance and less cost. ZC Rubber will continue to offer customers great value and satisfactory experience.

三、中策商业模式战略变革 ZC Rubber's Change

纵观2016年，全球轮胎行业依然形势严峻，市场竞争也愈发激烈化。然而，看似萧瑟一片的市场景象中，实则孕育着新的机遇。轮胎企业大力开拓新兴市场，寻求为消费者提供更优质的产品与服务。互联网时代的到来，为传统制造企业商业模式的转变提供了技术可能性，也为拓展新市场提供了更多的可能性，让消费者的消费观念也随之转变。而中策相信，传统企业融入互联网以实现商业变革，有利于拉近了用户和企业的距离，并能从用户的需求、体验出发，提升产品的功能和质量。

Obviously 2016 is a tough year for tire industry due to the over production capacity and the fierce

competition. ZC Rubber, as the leading Chinese manufacturer, is seeking for new solution to bring more rewards to the distributors. Besides the products and technology, ZC Rubber tries to adopt internet as an additional advantage when it is developing new markets and improve the sales.

(一) 批发渠道扁平化，直接接触终端消费

The flat channel to approach the end users

在中策销售体系中，批发是最主要的商业形态，面向全球范围内的大批量购买者开展经营活动。互联网背景下的数字化革命正在为中策的批发商业模式带来前所未有的机会。以商业模式的优化为契机，中策打造更加全面便捷的批发渠道，为批发商构建与企业之间更密切、更快捷、更全面的联系与合作。

Traditionally, wholesale is the most important when tire manufacturers are distributing the products. The development of internet is helping ZC Rubber to rebuild the wholesale network and support the local distributors for faster logistics, quicker response to the market, and better communication with the end users.

渠道扁平化是中策渠道发展的大方向。通过现代管理制度与互联网技术，中策力求打造扁平化的批发渠道，实现渠道下沉，从而大大减少流通环节，实现成本优势，更能适应市场和消费者的需求。经过近60年的渠道打造，中策已经在全球范围内拥有非常成熟的渠道和市场。在新时代背景下，中策不满于现状，力求推动各国、各地区的经销商通过多种渠道模式并行的方式，打造新的批发渠道，直接接触终端客户。

ZC Rubber is looking forward to establish a new distribution network with the internet so that the network may save the cost and meet the demands from the market and the consumers. ZC Rubber will push all local distributors and wholesalers to

approach the retailers, and even the end users to improve the efficiency of the available network.

渠道的扁平化不是中策“自说自话”的结果，而是适应市场发展需求的结果。轮胎的产品特性及宽度决定了中策更合适实现扁平化模式，以减少中间环节过多导致的信息失真，最大限度地 将轮胎产品直接传递给最终消费者，让他们获得最有用、最真实的产品信息，并实现最有效的产品使用。从市场反馈角度而言，渠道的扁平化促成中策直接面对终端市场，在终端与消费者作直接、互动的沟通，作好售前、售中、售后服务，并能够加快生产者对于市场信息的接收与反应，有利于更好地了解市场真实信息，帮助开发更好的产品，满足消费者的实际需求。

The target of the distribution network improvement is to reduce the key information loss when the channels are transferring market information and customers' feedback, and when ZC Rubber wants to communicate with end users about the products and service. The accuracy of market information and customers' feedback will help ZC Rubber to improve the product and service quality more effectively. Furthermore, in a short distribution chain, ZC Rubber and local agents will spend less on the message communication and customer education. So ZC Rubber can not only develop the most suitable products but also advise the end users properly how to use the products.

（二）优化供应链，在重要地点设立分库，工厂支持直接发货

The improved supply chain with factory direct shipment

作为中国最大的轮胎制造商，中策产品从中国港口出发，远销全球六大洲。随着全球化脚步的逐渐深入，中策

在全球各个地区的市场发展愈发走向成熟，携手威狮、好运、朝阳等轮胎品牌的全国总经销商在世界范围内各个国家持续开拓市场。然而，在现实的运输操作中，因局限于一个国家面积的广袤，总经销商经常会遇到这样的难题：不同城市之间的距离相隔千里，导致了无法第一时间为消费者提供所需产品，也在一定程度上影响了消费者的消费体验。为此，中策将配合经销商推进在重要市场建立仓储，并把仓库尽可能设置在接近销售网点的地方，从而使较大运量的商品走相对较短的路程，完善提升全球仓储网络布局，构建跨国物流运输的关键节点，在供应链的配送效率上大大提升，并且在运输成本上则会实现大幅度降低，及时为当地消费者提供充足而优质的产品。

As the leading tire manufacturer in China, ZC Rubber used to set up workshops in China only though Thailand plant helps to deliver tires to Southeast Asia. Now ZC Rubber is pushing the local distributors to approach the end users but the long-distance transportation will cost more time and expense. ZC Rubber, based on the understanding of the market demand, decides to support the local distributors to establish sub distribution centers near the markets. Meanwhile ZC Rubber will arrange the transportation from the workshop to the sub centers directly. By this way both ZC Rubber and local distributors will save the extra cost, time, and expenses of inland transportation. The end users may benefit from the improvement of the supply chain.

（三）提高售前和售后服务能力，提升消费者体验。

The enhance service before and after sales

传统上，传统的销售模式只注重于产品的买卖过程（成交过程），而忽略了消费者对产品使用的全过程体验，这就大大降低了消费者对产品的信赖度和忠诚度。在消费者的体验更趋向于多样化的背景下，对产品生命周期的成本计

算、翻新、轮胎回收服务也提出了更高的要求。为此，中策积极探索创新服务模式，从单一的盈利模式转换成兼顾提供快捷、多样化、增值服务的模式，通过跟踪服务、道路救援、修补轮胎、轮胎翻新，直至废胎回收，让消费者在使用轮胎的全过程中，都能体验到中策产品的品质、服务，从而提高消费者对产品的粘性使终端用户进一步了解中策产品，降低体验中策产品的门槛。此外，中策将积极适应客户需求，加强产品的卖点宣传和评价测试，以轮胎产品车队测试项目等为手段，支持当地经销商向终端用户传达中策产品的优越性能和卓越性价比。

Usually the profit of tire business is from "buy and sell". Today more and more distributors focus on service expecting to have more incomes and to build up the customers' loyalty. The service covers the calculation of total cost of operation, tire retread and tire recycle. ZC Rubber realized the trend and start to support local distributors (in selected markets) to provide more service, including the tire performance record, road rescue, tire repair, tire retread, and tire recycle. With the service, local dealers will approach the end users and show the remarkable value of ZC Rubber products. Furthermore, the service together with the products helps to build up ZC Rubber's brand image and improve customers' satisfaction.

未来，中策将利用互联网的技术支持，通过轮胎植入芯片的方式，随时跟踪轮胎的使用情况，可以让使用者实时监控轮胎的气压、负荷、温度、行驶里程等，随时掌控轮胎的使用情况，更准确的了解中策产品的实际表现，节省经销商推进车队测试、服务过程中支付的时间成本、财务成本，支持经销商更好地为终端消费者提供优质服务，从而建立起终端消费者对中策产品的依赖性和忠诚度，为中策经销商提供更加稳定的利润来源。

ZC Rubber is also eyeing on the future using the latest technology, not only for tires but also for information. The new project of

smart TPMS system is being developed in the past months. The system will provide the truck drivers and fleet owners the real-time data about tires: air pressure, loading, temperature, mileage, and so on. The system saves dealers' time and energy when dealers are providing service to trucks and fleets as the tire and truck performance data are collected automatically through 4G and/or WIFI. As a result, dealers, with the support of this system, will have more business opportunities, easier data recording and less expense; and customers, who benefits from the system, will be more satisfactory with ZC Rubber's products and service, and will build up their brand loyalty.

（四）线下推进：“车空间”与移动服务车

Autospace: the retailer program with mobile service

在传统服务模式的基础上，中策致力于不断创新服务模式，开创汽车售后服务品牌“车空间”，为广大有车一族提供专业的轮胎销售和配套服务。在国内拥有近3万家中策品牌形象店基础上，中策又成立了200多家车空间门店（后续会不断发展），业务涵盖轮胎更换、轮胎养护、修补、四轮定位、车辆快修等服务内容。“车空间”门店采用统一的品牌识别系统，从门店装修及人员形象到管理软件均实现统一标准，并通过培训赋予标准化服务流程。而移动服务车项目，更是让消费者只要动动手指头线上预约，足不出户就可以享受专业服务，让车主实现真正的省时、省力、省心。

Based on the above target, ZC Rubber will introduce AUTOSPACE retailer program in selected markets and countries. AUTOSPACE is a service brand focusing on the aftermarket and to provide express auto service for the car drivers and owners. In China, the program covers over 200 flagship stores and nearly

30,000 retailers in all major cities and provinces. In AUTOSPACE the business includes not only tires, such as tire changing, repairing, and alignment, but also express service and mobile service. The mobile service of AUTOSPACE will respond to the consumers' demand from telephone or web and provide to-door service for the customers.

全球汽车后市场规模近万亿，在汽车后市场发展进入快车道之际，率先抢占市场先机尤为重要。秉持着合作共赢的理念，中策将携手经销商一起打造国外的“车空间”连锁加盟店与移动服务车项目，在全球市场重点区域打造样板“车空间”门店，再逐步推广至各个城市地区，为消费者提供增值服务，进一步丰富了中策轮胎的服务体系，收获更多的经济效益。

It is ZC Rubber's future plan to launch the AUTOSPACE program in international markets besides China. Sample flagship AUTOSPACE stores will be established in selected market together with local distributors. By the sample stores ZC Rubber will gather service experience and set up the standard as per the local market, and local dealers certainly will have better rewards and profits besides the tires.

四、未来发展 The future development

（一）智能制造增效降本，增强市场竞争力

Smart production for better efficiency

中策将一如既往地推进“智能制造”在生产领域、研发领域、信息化建设中的进程，加大资金投入，驱动实现中策的转型升级。在生产领域，中策将继续引进国际先顶尖的生产设备和生产系统，打造生产的精密化、大型化设备及自动控制水平，并注重通过机器人技术的运用，在力求最大程度地减少人力资源成本投入的同时，为生产出满足用

户需求、创造最大经济效益的高质量产品提供了保证。

Products and service are the key to success. However, ZC Rubber, with the commitment of safe and value, is seeking for the target to provide suitable products and excellent service at a reasonable price. Value is the balance between the tire and service quality and the cost. ZC Rubber will keep on introducing more automatic production facilities to reduce the cost and improve the efficiency.

此外，中策将在信息化建设上推进布局，实现与新兴技术的直接对接，促进生产、管理、经营等形式的改变，通过轮胎生产条码实现轮胎产品生产过程的追溯，为全球客户解决了轮胎质量的后顾之忧。而目前正在推进的智能制造，实现了在产品研发设计的数据管理、制造执行过程管理、后汽车市场的服务终端一体化管理等方面全面提升，以此提高企业的竞争力。

Furthermore, ZC Rubber will invest more on the information technology. The technology will reduce the information missing and errors during the R&D, manufacture, sales, and service. Today ZC Rubber offers bar code system so that all the tires produced by ZC Rubber could be traced for all procedures and stages. The applying smart production focuses on the target to save the unnecessary expenses of time, energy, and money so that ZC Rubber is in the position to finish all the jobs more efficiently, including product development and position, manufacturing, and aftermarket service.

（二）升级品牌营销宣传，强化品牌知名度

The brand image upgrading

经过多年努力，中策品牌及中策产品已经在全球市场上获得了一定的知名度。当前，摆在中策和全体经销商伙伴

面前的任务是如何利用已有的知名度，通过一系列的营销手段，进一步提高品牌形象和提升销量。

Years of hard work has already built up the brand image of ZC Rubber and its products in the international market, especially among the tire distributors. However, it shall be very important work for the future to upgrade the brand awareness and image among the end users so that ZC Rubber and the distributors can increase the sales.

首先是使中策品牌更易见。中策将继续支持各地经销商伙伴合作，加大品牌店门头、户外广告、流动送货车等投入，加大体育赛事及重大活动赞助，结合网络及社交媒体如Facebook等的宣传，增加中策品牌的曝光度，让更多的终端消费者认知中策品牌。

First of all is the brand awareness. ZC Rubber will continue to support local partners to invest more on store signboards, outdoor ads, delivery trucks and other media to expose ZC Rubber brand to the public. The sponsorship of sports and racing, such as the sponsorship to Mr. Roman Gonzalez, the WBC Flyweight Champion, will be also useful to promote the brand. Besides, the social media and internet are more effectively to communicate with the public like Facebook and Twitter.

其次是让中策品牌更易得。中策将和经销商伙伴一起，在各个市场加大市场铺货率，全力让中策品牌在城乡各地的轮胎店、修理厂都随时可见，同时结合网络销售的趋势，在中策网站上逐步实现展示零售店面、实现销售引流，促进零售店面销售的同时，为终端消费者提供更多的便利。

Secondly ZC Rubber will work together with the local distributors to cover more regions in certain markets. ZC Rubber will target on the availability of the products in tires stores, not only in major cities but also towns and villages. Also, ZC Rubber will encourage the local

distributors to start the online sales through the official website in selected markets. The trial, after the success in designated markets, will be the sample for the global market.

再次是在零售店面实现全面覆盖的基础上适当进行电视广告等传统大众媒体的投入，结合店面的促销活动，实现中策品牌销量的快速提升，为中策品牌的经销商带来持续稳定的盈利，实现中策大家庭的合作共赢。

Finally, ZC Rubber will increase the investment on the traditional social media after target about the local product availability and retailer store signboards are completed. Meanwhile, ZC Rubber will also launch promotion campaign together with the local distributors to enhance the sales, which is the final target for all ZC Rubber family.

(三) 构建云系统服务网络，护航客户满意度

The service network for customer satisfaction

服务的时效性和移动化是中策服务互联网化的核心。而中策云系统的打造，正是构建高效、扁平的互联网化新型服务体系的中心环节。它整合了公司各方面的资源，打通了工厂—经销商—门店—消费者的关系，并直接为门店、移动服务车提供服务系统支撑，提供一站式办事，为门店供给有效的运营辅助，为中策、经销商供给大数据支撑。此外，中策还推出“互联网智能轮胎TPMS系统”，可以在预防爆胎、减少磨损、预防漏气、节省燃油等方面提供一键式自动监测。一有问题，手机就可以提前预警提醒，做到及时解决处理，减少事故的发生。

The timing and mobility of service is the focus of ZC Rubber service network. ZC Rubber started the trial of service relying on the available tire stores and smart TPMS system in China. In the future ZC Rubber will introduce such service to the international markets.

此外，中策还将实现轮胎产品的有效追溯系统建设，紧密协同物流、仓储、分销和零售各个环节的运作，企业与供应商之间的需求预测、生产协同、咨询报价、供应商准入与评估等交易活动都可运用网络实现，从而提高供应链的快速反应能力，提升客户满意度。

Besides the applied bar code system to trace the tire production procedure, ZC Rubber will improve the supply chain using IT technology for quick response to customers' needs. The supply chain starts not from the tire production but from the raw material suppliers so that ZC Rubber can use the best raw materials and produce most suitable tire at the best efficiency and cost as the commitment of ZC Rubber.

与此同时，中策深知，互联网提供的是技术手段、渠道的多样化，而作为轮胎制造业，恒久不变的关键还是在于技术和质量的保障。因此，在推进商业模式变革的同时，中策将持续保障产品质量，提升轮胎技术含量，打破同类竞争产品之间的同质化问题，寻求新的销售增长点，在多元化的销售渠道与服务模式的助力下，让销售业绩更上一层楼，与全球合作伙伴一起共创美好的未来。

ZC Rubber understands that in the tire industry, the key to success is always the product quality and performance. All the investment on R&D, production, distribution, marketing, promotion, and service aims the target to supply most suitable products with great value to customers all over the world. ZC Rubber has tried to differentiate itself from other competitors and build up the unique image and will continue to do so in the coming 2017. The company will work together with global distributors to craft a better future.

ZC Rubber remains global Top 10 tire manufacturer

2016 Global Tire Company Rankings

Based on 2015 sales. Includes subsidiaries.

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

| 2015 Rank | 2014 Rank | Company/Headquarters | 2015 | | 2014 | | 2013 | | 2012 | |
|-----------|-----------|--|------------|------------------------|------------|------------------------|------------|------------------------|------------|------------------------|
| | | | 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 | 24,045.0 | 75.0% | 26,045.0 | 75.0% | 27,390.0 | 75.0% | 28,575.0 | 75.0% |
| 2 | 2 | Group Michelin Clermont-Ferrand, France | 22,130.0 | 95.0% | 24,668.5 | 95.0% | 25,545.0 | 95.0% | 26,222.0 | 95.0% |
| 3 | 3 | Goodyear Tire & Rubber Co. Akron, Ohio | 14,800.0 | 90.0% | 16,355.0 | 90.0% | 17,586.0 | 90.0% | 18,900.0 | 90.0% |
| 4 | 4 | Continental A.G. Hanover, Germany | 10,780.0 | 25.0% | 11,875.0 | 24.8% | 11,150.0 | 25.2% | 10,895.0 | 25.9% |
| 5 | 5 | Pirelli & C. S.p.A. Milan, Italy | 6,933.6 | 100.0% | 7,992.2 | 100.0% | 8,007.0 | 97.8% | 7,751.9 | 99.3% |
| 6 | 6 | Sumitomo Rubber Industries Ltd. Kobe, Japan | 6,051.2 | 86.3% | 6,917.7 | 87.3% | 6,971.3 | 87.3% | 7,763.4 | 87.2% |
| 7 | 7 | Hankook Tire Co. Ltd. Seoul, South Korea | 5,320.0 | 90.0% | 5,595.4 | 88.0% | 6,868.1 | 99.0% | 6,259.0 | 98.9% |
| 8 | 8 | Yokohama Rubber Co. Ltd. Tokyo, Japan | 4,152.8 | 79.8% | 4,703.2 | 79.6% | 4,915.6 | 79.7% | 5,570.0 | 80.0% |
| 9 | 9 | Maxxis International/Cheng Shin Rubber Yuanlin, Taiwan | 3,847.0 | 100.0% | 4,441.3 | 100.0% | 4,768.6 | 100.0% | 4,630.9 | 100.0% |
| 10 | 10 | Zhongce Rubber Group Co. Ltd. Hangzhou, China | 3,395.3 | 95.4% | 4,118.5 | 96.5% | 4,529.1 | 96.6% | 4,557.6 | 94.6% |
| 11 | 11 | GTI Tire Pte. Ltd. Singapore | 3,130.7 | 100.0% | 3,474.0 | 100.0% | 3,755.7 | 98.4% | 2,695.9 | 100.0% |
| 12 | 12 | Cooper Tire & Rubber Co. Findlay, Ohio | 2,972.9 | 100.0% | 3,424.8 | 100.0% | 3,439.2 | 100.0% | 4,200.8 | 100.0% |
| 13 | 14 | Toyo Tire & Rubber Co. Ltd. Osaka, Japan | 2,690.4 | 79.8% | 2,959.3 | 79.3% | 2,970.0 | 78.8% | 2,867.2 | 78.6% |
| 14 | 13 | Kumho Tire Co. Inc. Seoul, South Korea | 2,663.0 | 99.0% | 3,876.7 | 99.0% | 3,419.0 | 99.0% | 3,599.5 | 99.4% |
| 15 | 15 | Triangle Group Co. Ltd. Shandong, China | 2,437.7 | 100.0% | 2,869.7 | 100.0% | 2,712.4 | 100.0% | 2,469.8 | 100.0% |

ZC Rubber continues to rank as No. 10 global tire manufacturer for the 5th straight year, according to the global tire manufacturer report from Tire Business, the U.S. based professional tire industry media.

ZC Rubber is the only tire manufacturer in the mainland China who achieves the top 10 in the global tire manufacturer ranking with the total sales revenue of 3.4 billion US dollars in year 2015, since its first top 10 ranking in 2012. "We appreciate the support and collaboration from all our dealers and customers around the world. All of you support us, trust us so that ZC Rubber may work together with you to expand the market and improve the

sales in the global market in the fierce competition." The company said.

The global tire industry experienced great changes in 2016. ZC Rubber devotes to upgrade the products, service and marketing, which help to establish improved brand image and enhance customer loyalty in such a competitive market situation. "We are not only keep NO.1 in the tire industry in mainland China, but also forward to one of the most respected tire companies in the world. It is the mission of our company and we are keep on moving forward to the target in the near future."

ZC Rubber keeps expanding globally

ZC Rubber witnessed the continuous expansion of company production capacity and the global sales network in year 2016. The company celebrated the anniversary of ZC Rubber Thailand in June, established Anji Two-Wheel tire factory in August, and set up the Europe sales subsidiary in late November.

The year of 2015 marked the first step of ZC Rubber globalization when ZC Rubber set up the first overseas factory in Thailand. On the annual anniversary ceremony of ZC Rubber Thailand, Mr. Shen, Jinrong, President of ZC Rubber Group expressed his thanks. "We appreciate the help from all the partners and customers who support us to build the factory in short period, and push the sales of products. ZC Rubber Thailand is a milestone as the first step of globalization of ZC Rubber on the production." Today ZC Rubber Thailand is fully operational with the total output of 7 million pcs of consumer tires and 1.5 million pcs of commercial truck tires, both radial and bias, after the completion of phase II construction. The products are serving customers from Southeast Asia, North and Latin America, Middle East, Africa, as well as Russia and CIS (Commonwealth of Independent States) countries.

Meanwhile the newly established Anji factory, with the total investment of 620 million US dollars, will focus on the ATV, motorcycle and e-bike tires, and inner tubes. The new factory helps to contribute the revenue of over 1 billion US dollars with the expected output of 5 million motorcycle tires, 40million e-bike tires and 120 million inner tubes every year. "It is an important investment for ZC Rubber's further development. We have realized the increasing and different global demand. We will serve our customers with qualified products and competitive price. We will introduce most advance production facilities to ensure the product quality and production efficiency."

Besides the increase of production capacity, ZC Rubber is expanding the global sales network by setting up the European branch in Germany after the establishment of ZC Rubber U.S. and Brazil branches. The branches of ZC Rubber in various markets will help and support the local dealers to promote best products with best service to the end users.

In general, ZC Rubber is changing from a Chinese manufacturer to a global supplier. "We will differentiate ZC Rubber from other Chinese competitors and craft a better future together with our worldwide partners and friends."



Mr. Michael Staude (L1), the General Manager of TÜV SÜD Germany Wheel and Rim Product Testing Department was awarding certificate to Mr. Zhang Limin (L2), the Vice President production of ZC Rubber

ZC Rubber passed EU Standardization on rolling resistance testing machines with TÜV SÜD

ZC Rubber obtained benchmarking certificate (pursuant to EU directives 1235/2011) of rolling resistance testing machines from TÜV SÜD.

Mr. Zhang Limin, the Vice President production of ZC Rubber, and Mr. Michael Staude, the General Manager of TÜV SÜD Germany Wheel and Rim Product Testing Department attended the certificate awarding ceremony respectively as representative of the company. Based on the test result of TÜV SÜD, the Pearson Correlation Coefficient between the roll resistance test result of TÜV SÜD and ZC Rubber is 0.9955, which is almost perfect positive correlation — as such a coefficient can only be between -1 and +1. The significance of this correlation coefficient is also extremely high, which show the high precision and stability of ZC Rubber's equipment.

There has been a long history on cooperation between TÜV SÜD and ZC Rubber in terms of tire testing, no matter in R&D on tire performance in wetland or R&D and testing on winter tire, etc.

The rolling resistance testing machines of ZC Rubber

have successfully passed the standardization twice, and the success of this time symbolizes that the performance of ZC Rubber rolling resistance testing machines has been fully complied with the relevant requirements laid by European Regulation ECE R117 on rolling resistance testing machines. Furthermore, pursuant to relevant regulations, Brazil Labeling Act has also accepted the rolling resistance testing results.

"We are pleased to gain the certificate again from TÜV SÜD. Our company always commits to offer valuable, comfortable and green tire for customers and protects the environment as one of our social responsibilities. We will cooperate with leading test organization further and continuously improve research & development capability and the tire performance." says Zhang Limin.



Dealer meetings in 2016

ZC Rubber is devoted to promoting the partnership relation with dealers and partners all over the world. The company hosted dealer meetings in the Germany, Thailand, Dubai and Brazil to introduce new business strategy and the commitment to differentiate ZC Rubber products from other Chinese competitors together with local dealers.



Thailand

Mr. Ge Guorong stated that the company focuses on controlling quality strictly, building the brand image and deepening of the brand concept gradually. "In addition to offer the premium tires, we also supply the best service for dealers and support to promote sales, achieving win-win cooperation." He also introduced that the first overseas manufacturing branch ZC Thailand will have the annual capacity of 4.2 million pcs of PCR and 700 thousand pcs of TBR and provide regional products met local demands for customers as well as the more quick and secure supply chain and after-sales service.

Myanmar

The sales director of Asia Wang Jinwen shared that the foundation of brand stores further expand the visibility and influence of WESTLAKE tire. ZC Rubber casts a large amount of funds into the store expansion, which adapt to the globalization development strategy of the company, also will introduce more new valuable tires to customers and service the customers better.

Dubai

Mr. Ge Guorong stated that ZC Rubber will invest more resources on the Research & Development work and improve the capability on lean production, rubber compound, construction design, product evaluation and equipment to keep the high quality of the products. ZC Rubber will also put more strength on the marketing to expand the market.

Germany

It was the first European dealer meeting. Mr. Shen Jinrong stated that ZC Rubber will focus on the development on the replacement and OE market in the Europe market. ZC Rubber will establish the European office in order to support the OE business as well as the R&D, product research, and channels, and also differentiate WESTLAKE and GOODRIDE by different position, products, and function.

Brazil

Mr. Ge Guorong shared that business model innovation is always an eternal topic. ZC Rubber expects to explore new business mode on wholesales and retailer as well as the Internet, and perfects the channel online and offline. He also said that Internet technology not only has deeply affected people's daily life, but also becomes an inspiration of business model innovation for our company. ZC Rubber will explore more business opportunity relying on the internet by building data server and on-offline service.

ZC Rubber gained C-GTRA certification on the green tire

ZC Rubber gained C-GTRA certification and the products of the company are certified as the green tire on Jun. 2, 2016.

C-GTRA is a project in mainland China for tire manufacturers to test their products voluntarily and evaluate the performance, supported by CNCA (Certification and Accreditation Administration of the People's Republic of China). Similar to European and other countries' labelling regulations, the C-GTRA certification is also focusing to build a comparable, fair and objective evaluation system on the tire performance. The certification helps tire industry as well as the tire manufacturers promote the sustainable development in the future and improve the companies' core competitiveness in the international market.

According to the Green Tire Grade Evaluation Guide, the project testing tire performance covers safe, efficiency and environmental, and the tires will be divided to five grades depending on their test results to display the tires' different advantage for the customers.

"We are pleasure to get the certificate from the professional testing organization. We believe that the certificate will be helpful to customers who may have better understanding about the tire quality." The company said. As the largest tire manufacturer in mainland China, ZC Rubber will also be committed to perfect the management system and the development environment of green tire in the whole industry in China, and build the new image of Chinese tire in the international market, providing more safe and valuable tires for global customers.



ZC Rubber ranks 219 among China's top 500 foreign trade enterprises in 2016



Mr. Shen Jinrong visited Philippines distributor for the future cooperation

Mr. Shen Jinrong, president of ZC Rubber, visited partner company New Century City Marketing. Corporation and further discuss the business with Qingwei Shi, president of that company.

ZC Rubber has a very close cooperation with New Century City Marketing and expands the local market share actively together. Mr. Shen Jinrong shared that ZC Rubber kept a steady development in 2015 and the company' s global sales reaches more than ten billion dollars relying on the support of all the distributors. Furthermore, after the foundation of Thailand factory, ZC Rubber takes the important step on the global road and plans to provide more valuable tires for the Southeast



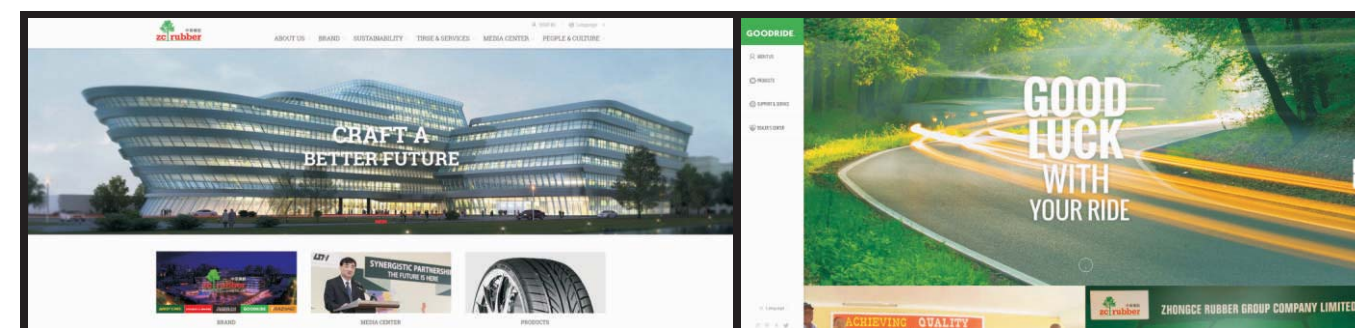
market, including Philippines.

The meeting between two companies sets the direction for the future of further cooperation as well as new cooperation details. Both sides agree that the frank and frequent communications between two companies help increase mutual understanding and closer cooperation.

Visit our new official websites

Two new official websites www.zc-rubber.com and www.goodridetires.com are launched by ZC Rubber in the year 2016, aiming to introduce new image of company and tire brand. Through the special designed websites, visitors could recognize the comprehensive displaying related to the company news, marketing activities and

products etc. ZC Rubber builds many channels to share more valuable company information with the visitors, including websites, Facebook and Twitter, and operates with those accounts as its ligament and lead customers to a better understanding. Welcome to visit us.



ZC Rubber expanded the flagship stores around the world

ZC Rubber expanded its new flagship stores on both GOODRIDE and WESTLAKE brands around the world and covers Brunei, Brazil, Myanmar, Spain and Thailand etc. and as part of its strategy to perfect the tire service and expand the market in the local market.

Now, ZC Rubber has more than 30 stores in Thailand

and Myanmar, also the first WESTLAKE flagship store in Brunei, which covers 200 square meters, invested more than 200 thousand dollars. The stores will offer premium tires of ZC Rubber suited for the local market.

"Safe and value is our promise and commitment to our customers. ZC Rubber is not only producing good

tires, but also working together with our partners to provide the satisfactory service to the end users. We will push the flagship store program constantly and set up more in the future." Mr. Richard Li, the international marketing director of ZC Rubber, said.

In addition, ZC Rubber plans to upgrade the available flagship stores to the Autospace store program focusing on the automotive aftermarket. The program is planned to start in China and Southeast Asian market first. The company leads at the automotive aftermarket industry with more than 200 Autospace stores in mainland China and the 1st overseas store will be established in Thailand. "The building of Autospace stores is treated as the strategic investment. The program will support ZC Rubber

customers to meet the changing demand from the consumers by providing a one-stop service to automobiles. The consumers will enjoy the valuable service and the dealers will increase their margin and profit." The company said.

In the coming years, ZC Rubber will focus on its target to be one of the leading tire brands globally. Richard said: "We will introduce new products suited for the local market and differentiate our product from other competitors. We will perform proper marketing and invest on advertising to promote the brand awareness among the customers, also continue to support our dealers to take more advantage in the competition by Autospace and other programs."



DSV to sell WESTLAKE tires in four European markets



ZC Rubber has come to an agreement with DSV Company for the exclusive distributor rights to sell WESTLAKE tires in Denmark, Norway, Sweden and Finland.

DSV is a large Denmark-based company engaged in the provision of transport and logistics services. ZC Rubber's official European distributor Pneuhage company has a close cooperation with DSV Company, who has been using WESTLAKE tires in its operational fleet since 2012. Nowadays, ZC Rubber officially signed an exclusive distributorship contract with DSV and in the year 2017, DSV will offer WESTLAKE tires to all contracted hauliers as well as to the commercial vehicle market at Denmark, Norway, Sweden and Finland.

"Our company forms a close collaborative relationship with DSV and our products gains worldwide acceptance as well as DSV. Working together with DSV, we hold a strong confidence to further explore the European market and actively promote sales achievement by the improving service." ZC Rubber official said.

DSV's Deputy Equipment Manager Flemming Steiness said: "This is a great achievement in further commercialising the relationship between DSV and ZC Rubber. Based on our extensive tests and the past good experiences with WESTLAKE tires, we have also decided to fit our new trailers with WESTLAKE tires. Add to that the insertion of Ultra-Seal into the tires, and this creates an optimum cost-effective combination for us in our operational fleet-management."

After 50 years' rapid development, ZC Rubber has a worldwide distribution network and based on the modern industry technology, ZC Rubber produces a full range of premium tires including serials of new WESTLAKE truck and trailer tires.

DSV will distribute a range of tires suitable for trucks and trailers for the commercial vehicle market. According

US distributor visits ZC Rubber Thailand plant



American Tire Distributor (ATD) company, the largest tire dealer in U.S, visited ZC Rubber Thailand to discuss the tire business further and strengthen mutual cooperation with ZC Rubber.



to the DSV, these will be available subject to stock at DSV's workshops in Horsens (DK), Uusikaupunki (FI), Gothenburg and Landskrona (SE). Special tires will be available on request and can be delivered within 72 hours.



ZC Rubber launching new summer tire SA57

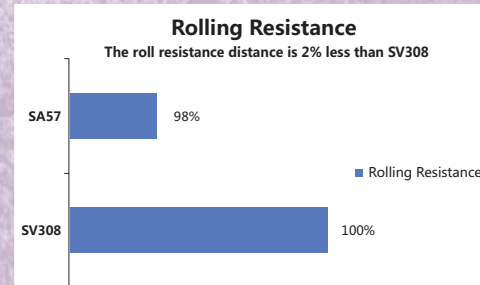
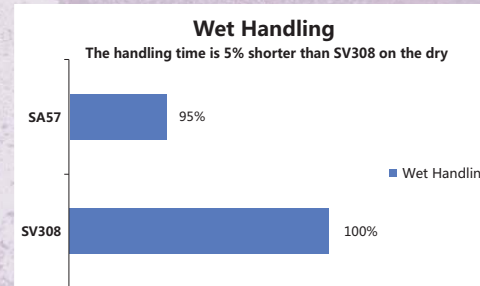
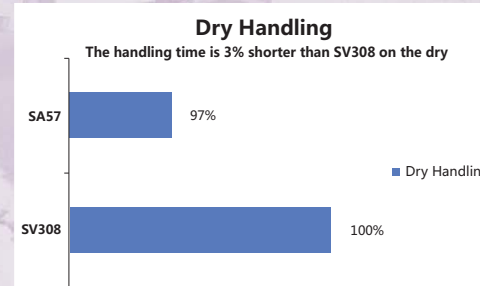
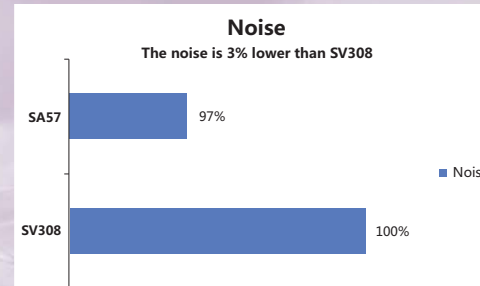
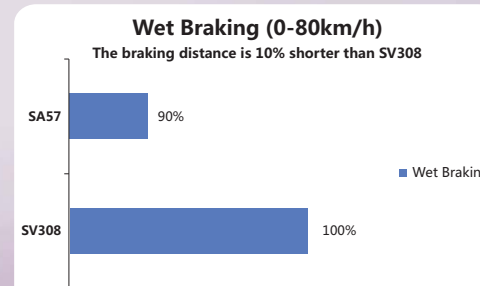
ZC Rubber launched new summer tire SA57 used for the passenger car and SUV to meet the customers' demands for the global market on July, 22.

ZC Rubber announced that the SA57 has 33 sizes for the passage car and 9 sizes for the SUV at the very beginning, giving more choices for customers. "On the summer day, drivers should carefully choose high quality tires to avoid any possible tire problems due to the high temperature during the driving. The new tire features excellent performance on the handling and water drainage to keep safe on the road." The company says.

The tire SA57 is the new generations of directional ultra-high performance tire, special designed not only on the compound but also the pattern. Improved SILICA compounding enhances the wet and dry grip. Circumferential V-grooves pattern provide drainage paths and ensure outstanding water drainage. Strong center ribs provide remarkable handling while steering.

Actually, SA57 is the upgraded version of SV308. The performance of SA57 is improved obviously based on the SV308, 10% stronger wet braking, 2% lower roll resistance, 2DB lower noise, 5% improved wet handling and 3% improved wet handling. The charts clearly show the difference between two tires (SV308 is the benchmark).

ZC Rubber spends \$300 million investment on the R&D and equipment every year to upgrade the factory and products, and cooperates with thousands of engineers and independent agency for the further development and the advanced technologies of tire materials. Also ZC Rubber hosts summer and winter tire test with the professional test center every year to ensure the new tire performance. "According to the changing of the market, we will increase capacity of the factories in mainland China and Thailand, persistently enhance tire performance and offer high safety and value to all the customers."





SPORT SA37 ZRT RunFlat tires

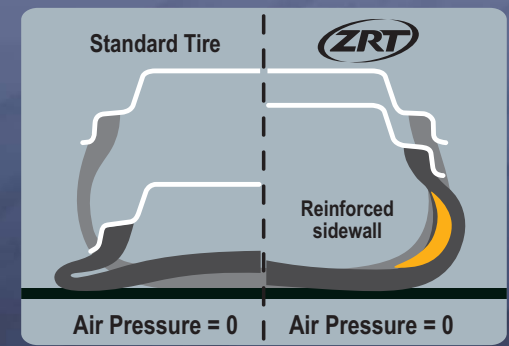


SPECIAL REINFORCED SIDEWALL CONSTRUCTION

Supporting the tires even if the air pressure dropped to zero

ADVANCED CARCASS STRUCTURE

Enhance the tire body and avoid possible tire failure during low pressure driving



ZC Rubber first generation RunFlat tires with extraordinary performance in low air pressure situation

ZC RUBBER RUNFLAT TIRES [ZRT]

RunFlat tires are tires on which you can continue driving after a puncture so you can take time get to an auto shop or find a safe, level area to change your tire.

You can't drive on them indefinitely, though. Check the manufacturer's specifications to find out how fast and how far you can drive on your run flat tires. ZC rubber RunFlat tires will allow continued operation even after a loss of some or all inflation pressure for up to 50 miles (80 km) at a maximum speed up to 50 mph (80 km/h.)

| | |
|--------------|---------|
| Rim Size | 16 - 20 |
| Series | 35 - 55 |
| Speed Rating | V - W |



Commercial light truck tires

H188

Valuable commercial light truck tire for vehicles on paved roads
5 rib grooves provides improved handling and comfort
Polyester tire casing with steel belts for good durability

M+S

| | |
|--------------|---------|
| RIM SIZE | 12 - 16 |
| SERIES | - |
| SPEED RATING | Q - T |

Mileage

Wet Traction

Efficiency



ZC Rubber to launch four new TBR



Zhongce Rubber Group Co., LTD (ZC Rubber) launched a series of new WESTLAKE tires for its light truck and heavy truck, special designed for the European market.

The four new TBR tires are

- WESTLAKE CM335 11R22.5 148/145M
- WESTLAKE EZ372 11R22.5 148/145J
- WESTLAKE NS785 315/70R22.5
154/150K(152/148L)
- WESTLAKE ND783 315/70R22.5
154/150K(152/148L)

Those tires have certified as "Snow tire" by TÜV and achieved better test result, which are 20 percent higher than the standard value 1.25. The performance of the tires is much better than the previous model and provides premium experience for the customers.

Here's a closer look at all four tires.

WESTLAKE CM335 and WESTLAKE EZ372 are the summer tires with wide and deep tread, which enhances cost per mileage, driving stability and traction on highway application. Deep circumferential grooves improve

efficient water evacuation, lateral stability and long tire life. "The tires have 10 percent improved tire life over the previous model, delivering outstanding traction, long even wear and advanced casing design to ensure durability." The company says.

WESTLAKE NS785 and WESTLAKE ND783 are designed to upgrade the overall driving experience for the trucks in the winter. For the new winter tires, strong biting edges guarantee excellent traction in winter and specific tread compound offer good mileage without scarifying wet traction. Also the wide open shoulder delivers additional traction without compromising tread life and more intensive and deeper steel disc inside the tire to improve driving force.

In addition, the designed holes in WESTLAKE ND783 also could further install small nails to enhance the capacity of non-slip.

"The winter tires are special for the Nordic market and the Russian market, working best with a variety of trucks for the local customers." The official also adds, "Being a customer centric company, we constantly identify new customer needs and introduce more technologically advanced products to the international market."

Updated WESTLAKE tires with higher load index

ZC Rubber announced updated WESTLAKE tires with higher load index that is the amount of weight the tire can support safely for the global market.

The load index of the tires is a crucial aspect to vehicle safety and indicates how much weight each tire can safely support. "The demand to increase carrying capacity is steadily growing after global marketing research and our R&D center improves the load range by adding ply and increases the tire's strength and longevity." The company said.

The higher the tire's load index number, the greater its load carrying capacity. According to the tire load index chart, the load capacity of those tires will be improved almost 20%, which offer the maximum weight that tires can carry. Customers will "We are ramping up for the research on the products and perfect the tire performance relying on the advanced technology. In the coming year, more WESTLAKE tires will be improved on the load capacity in the coming day to bring customers more excellent experience." The company said.



| WESTLAKE Tires | Load Index | Higher Load Index |
|-------------------------|---------------------|---------------------|
| 205/65R17.5 WTX1 | 129/127J (130/130F) | 129/127K (132/132F) |
| 215/75R17.5 WSR1 | 126/124M | 128/126M |
| 215/75R17.5 WDR1 | 126/124M | 128/126M |
| 315/60R22.5 WSL1 | 154/150K (152/148L) | 154/150L |
| 275/70R22.5 WAU1 | \ | 150/145J |
| 315/70R22.5 WSR1 | 154/150L (152/148M) | 156/150L |
| 295/80R22.5 WSR1 | 152/149M | 154/149M |



"I have been using the WESTLAKE SPORT RS tire now for 3 years and it has completely transformed my completion standard. What I like most about the SPORT RS is that it is so consistent. I know when I am entering a high speed corner that I can have 100% faith in the tire. Drift has exploded in the last 7/8 years or so and I have been blessed to work with some fantastic global brands, WESTLAKE being one of them. The tire has amazing levels of grip. So much so that we really have to beef up all of the suspension and drivetrain element of the cars so they can cope with it. We increased the power in my race car in early 2016 and the SPORT RS coped perfectly and allowed up to win the first event at Yas Marina in Abu Dhabi. Another great benefit is that the tire wears very evenly so I have the reassurance that

The comment of WESTLAKE SPORT RS from driver



the grip level is high at the start of its life and the same towards the end. That really is a great benefit to me when racing. Having WESTLAKE behind me really makes the difference. I travel all around Europe and many other countries so to be supported by a flexible and helpful company makes my life so much easier and all the team at WESTLAKE are fully behind me. We have been winning together in 2016 and I hope for many more years to come. I truly believe that using the WESTLAKE SPORT RS is a great advantage and ensures we are always competing at the highest level."

The above comment comes from Steve Baggsy Biagioni, the WESTLAKE sponsored driver who won 2016 EXTREME Drift Allstars season opener in Abu Dhabi and other matches in the following months.

Meanwhile the SPORT RS tire for drifting is helping drivers who are involved in drifting all over the world. The excellent performance of SPORT RS builds up the trust and confidence from the drivers in Europe, North America, Middle East, Southeast Asia, Australia and China. They are keeping on achieving champions using SPORT RS tires in various tough games.



ZC Rubber tires gain an excellent performance on the wet and dry



ZC Rubber had the summer tire test at the professional testing center located at South of France on June 18-19. SA37 and SA57 are the two summer tires for the professional test to gain an excellent performance on the wet and dry road.

To complete the whole test and get test result objectively, ZC Rubber had four summer tires in 225/45 R17: SA37 and the new SA57, other two competitors' tire as well. The tire projects covers wet braking from 80 km/h to 0, wet handling, aquaplaning curve, dry braking from 100 km/h to 0, dry handling fast (slalom 36 m distance between cones) and dry steering slow (slalom 18 m distance between cones).

The test car is BMW 3er series. Every car drove with two people who changed the seats after every two laps, than changing the test car. The pilot has to drive very constantly to get best results, the copilot has to measure

all times and note these results on a sheet for the analysis. All subjective remarks from the drivers were also noticed.

The test data is released as follows:

| TIRE | BRAKING 80-0 WET 80-0 meter | HANDLING WET seconds | AQUA CURVE WET max.speed | BRAKING 100-0 DRY meter | HANDLING DRY FAST seconds | STEERING SLOW DRY seconds |
|-------------|-----------------------------|----------------------|--------------------------|-------------------------|---------------------------|---------------------------|
| SA37 | 27.7 | 61.5 | 65 | 38.9 | 8.1 | 9.2 |
| SA57 | 28.5 | 61.7 | 67 | 38.6 | 8.1 | 9.0 |
| competitor1 | 28.7 | 62.0 | 70 | 38.6 | 7.9 | 9.2 |
| competitor2 | 30.6 | 61.2 | 60 | 37.3 | 8.1 | 9.3 |

The test results were in some points very remarkable:

SA37 is the best in wet braking, achieving 27.7 meters, shorter than other tires. Also it is easy in wet handling and dry handling. SA57 is more sporty than SA37 in wet handling, but requests more attention, and has good cornering in slower curves, sporty but needs good drivers.



ZC Rubber's sharing on positive tire test results



ZC Rubber recently has tested winter tires on April 20, including new SW618 and SW658 in Finland and gained a premium performance of tires on the snow road.

The tire test was held at the ARCTIC DRIVING CENTER (ADC), which situated north of the Arctic Circle in Finland and has over 30 years of experience in automotive testing in extreme climate conditions with international automobile partners.

In the tire test, SUV winter tire SW658 235/65R 17, winter tire SW618 205/55R16 in different compounds for either central Europe or Russian and other 7 international tire brands included. BMW 3er Series and Audi Q5 Quattro was used to evaluate the 8 tire brands of tire.

The weather conditions were minus 1 to plus 1 degree Celsius in the test day. ZC Rubber arranged circle 200m diameter including start traction, Handling track with permanent direction changes, Slalom 18 m distance and braking exercises.

"We use a dedicated winter testing facility in Finland with acres of groomed snow because we need to get reliable traction, handling, braking and turning compari-

sons. We collect the scientific and valuable data of tires and committed to provide a wonderful driving experience for global customers." the company says.

The test result can be seen as follows:

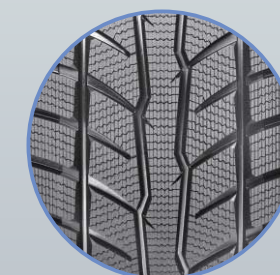
| Test car: Audi Q 5 quattro | | | Size: 235/65 R 17 | | | | | |
|------------------------------------|------------------|------|-----------------------|------|-----------------------|------|-----------------------|------|
| Test ground: Arctic Driving Center | | | Type: SUV winter tire | | | | | |
| TIRE | BRAKING 50-0m | RANK | TRACTION seconds | RANK | SLALOM 36m seconds | RANK | SLALOM 18m seconds | RANK |
| competitor1 | 30.9 | 2 | 5.4 | 2 | 14.7 | 3 | 17.6 | 3 |
| competitor2 | 31.0 | 3 | 5.4 | 2 | 14.9 | 5 | 17.8 | 4 |
| competitor3 | 33.2 | 5 | 5.7 | 5 | 14.8 | 4 | 18.8 | 5 |
| SW658 | 27.0 | 1 | 4.9 | 1 | 13.8 | 1 | 15.8 | 1 |
| competitor4 | 32.3 | 4 | 5.5 | 4 | 14.3 | 2 | 16.5 | 2 |

The report shows that SW658 won the snow tests with a precise steering response, solid traction and braking results. Braking and traction were adequate to ensure the stability and control of the tire and provide safety to customers.

| Test car: BMW 3er Series | | | Size: 205/55 R 16 | | | | | |
|------------------------------------|-----------------------------|------|---------------------------|------|-----------------------------|------|---------------------------------|------|
| Test ground: Arctic Driving Center | | | Type: winter tire | | | | | |
| TIRE | CIRCLE 200 total seconds | RANK | HANDLING total seconds | RANK | SLALOM 18m total seconds | RANK | SLALOM 50-0 total distance m | RANK |
| competitor5 | 153.3 | 3 | 129.9 | 2 | 74.0 | 4 | 101.5 | 2 |
| SW618 Russia | 143.2 | 1 | 119.9 | 1 | 67.1 | 1 | 100.3 | 1 |
| SW618 central Europe | 150.3 | 2 | 129.9 | 2 | 72.3 | 2 | 104.7 | 3 |
| competitor6 | 158.9 | 6 | 137.5 | 5 | 73.7 | 3 | 114.0 | 5 |
| competitor7 | 157.5 | 5 | 133.7 | 4 | 74.5 | 5 | 110.6 | 4 |

Comparing with other tire brands, SW618 Russia is the top scorer in all the test projects and is proved to be better during stopping distance test, and circle, handling and slalom. Good braking and turning allowed the driver to rotate the car through turns and handling. SW618 central Europe is a second good performance, just behind the SW618 Russia, and also obtains results in all snow criteria, good in cornering, braking, traction and very safe feeling.

"We will improve the performance of tires for offer customers better driving experience. In addition to the winter tire, our company claims to have not given up any other attributes, such as dry and wet traction, handling and braking," Says company.



SW658



SW618



WESTLAKE tires was recommended with the grades “satisfactory”

In the year 2016, WESTLAKE SW602 and SW658 participated in the tire test held by famous tire magazine in Germany and achieved good results.



TIRE TESTING



Magazine: **Gute Fahrt**

Test tire: **WESTLAKE SW602**

205/55 R 16 91H

All season tire



The result report released by the magazine shows that WESTLAKE SW602 got the "satisfactory" which is in this competition with premium brands a good result. It manages a great performance on the performance of braking in the wet, handing and noise.

The test covers eleven patterns in the popular 205/55 R 16 size, including WESTLAKE, MICHELIN, CONTINENTAL, PIRELLI and HANKOOK etc. The testing tires were used on the Audi to carry out the eleven thorough tests covering dry, wet and snow performance, along with rolling resistance and cabin noise.

The best performance tires should bring customers safer and more enjoyable. In the snow test, WESTLAKE SW602 is proved to be excellent on traction, braking and handing stability. It took a joint second in the snow test and better than that of other international tire brands, including MICHELIN, CONTINENTAL and PIRELLI. Also WESTLAKE SW602 shows a measurable advantage in comfort and cabin noise at 60km/h in the test, offering comfortable driving experience for global customers.

The lower the resistance, the less fuel is needed to move it along the road. It is report that adoption of low-

rolling resistance tires could save 1.5–4.5% of all gasoline consumption. WESTLAKE SW602 have more advantages than HANKOOK in the lower roll resistance and greatly help customers minimize wasted energy, protect the environment as well. The All Seasons tires SW602 also show its premium performance in the wet test. The rolling circumference achieved the best score among all the testing international tire brands.

Magazine: **Auto Motor und Sport**

Test tire: **WESTLAKE SW658**

215/60 R 17

Winter tire for small SUV



According to the test result, WESTLAKE SW658 is very good in braking in dry conditions, ranking No.3, better than Dunlop, Continental, Goodyear, Hankook and Bridgestone. The tire also achieved great performance in terms of both on the snow and noise. It received an overall score of 55.5 on the snow handling, a noise test score of 70. The tire provides good driving experience, better than most of tire brands. In wet conditions, WESTLAKE tire SW 658 got in the middle of the 10 brands ranked.

The tire got the result: "still recommended" which is very good in the line-up. The tire is in front of GT radial and a lot before the Star Performer. It is a good tire for global customer to choose and enjoy the tires.

Rolling noise

Abrollgeräusch
Außengeräusch in dB(A)
bei 80 km/h



| | | |
|-----|----------------|------|
| 1. | Bridgestone | 70,0 |
| 2. | Dunlop | 70,0 |
| 3. | GT Radial | 70,0 |
| 4. | Westlake | 70,0 |
| 5. | Goodyear | 71,0 |
| 6. | Hankook | 71,0 |
| 7. | Star Performer | 71,0 |
| 8. | Nokian | 71,0 |
| 9. | Vredestein | 71,0 |
| 10. | Continental | 72,0 |

Braking

Bremsen
Bremsweg in Metern
aus 100 km/h



| | | |
|-----|----------------|------|
| 1. | Nokian | 45,0 |
| 2. | Star Performer | 46,5 |
| 3. | Westlake | 46,7 |
| 4. | Vredestein | 47,1 |
| 5. | Dunlop | 47,2 |
| 6. | Goodyear | 47,5 |
| 7. | Continental | 48,0 |
| 8. | Hankook | 48,7 |
| 9. | Bridgestone | 49,3 |
| 10. | GT Radial | 49,6 |

Snow handing

Schneehandling
Durchschnittsgeschwindigkeit in
km/h, Streckenlänge 2247 m



| | | |
|-----|----------------|------|
| 1. | Bridgestone | 56,8 |
| 2. | Goodyear | 56,2 |
| 3. | Continental | 55,9 |
| 4. | Dunlop | 55,9 |
| 5. | Westlake | 55,5 |
| 6. | Hankook | 55,4 |
| 7. | Nokian | 55,1 |
| 8. | Vredestein | 54,1 |
| 9. | GT Radial | 53,9 |
| 10. | Star Performer | 52,8 |

Braking

Bremsen
Bremsweg in Metern
aus 80 km/h



| | | |
|-----|----------------|------|
| 1. | Dunlop | 39,0 |
| 2. | Continental | 39,2 |
| 3. | Goodyear | 39,8 |
| 4. | Nokian | 41,1 |
| 5. | Westlake | 42,1 |
| 6. | GT Radial | 43,7 |
| 7. | Vredestein | 43,7 |
| 8. | Hankook | 45,8 |
| 9. | Bridgestone | 48,9 |
| 10. | Star Performer | 50,8 |



Baja500 proven After Shock XD

June 4th, 2016 – Ensenada MX. The Baja 500 is arguably one of the toughest races for both man and machine, and this year's race was no exception.

By the time the UTV class went to the starting line the temperatures were beyond 110 degrees. For many just to finish a race like this is a major accomplishment let alone finish on the podium.

The #1983 car of John Estrada and Justin Quinn did just that. In a brutally rough course like this it is not uncommon to have many issues with tires. However the #1983 car finished on the same set of 4 tires that they started on. It was also later reported that they did not have any sort of sealants, balls, blocks or any other helpers on the inside of their tires.

These are the new Arisun After Shock tires that were mounted onto legendary Raceline wheels. These tires are not only built very strong utilizing the latest cutting edge technology as well as Aramid fibers they are also very light in weight. These tires can now be called Baja Proven a crown that not many other tire manufactures can rightfully claim. You can see a complete line of these tires at www.arisun-atvtires.com.



ARISUN Aftershock XD tires review

WHAT IT IS:

Arisun's Aftershock XD is designed for extra traction and durability on hard and mixed terrain. Closely grouped tread lets it ride smoothly on hard surfaces while it adds protection from punctures. Tough eight-ply-rated construction includes a highly puncture resistant Aramid composite layer.

Arisun's Aftershock XD tires on Raceline Black Mamba beadlock wheels are a rugged, race-proven combination that adds functional style to UTVs and ATVs.

PERFORMANCE:

We mounted the tires and wheels to a Polaris RZR XP 1000 for testing, because it has the power and cornering ability to challenge the limits of any tire. The 30-inch tires gave us a bit more ground clearance than the stock 29s to help in ruts, rocks and deep sand. The Aftershock XD is made for hard to intermediate terrain, and our test area has everything it was designed for and more: hardpacked clay and sandstone trails, rocky areas, and sand.

The Aftershock XD's smooth ride was instantly noticeable on hard terrain, as was its impressive traction on slippery hardpack with loose material on top. No matter where we went, this tire's cornering grip and crisp cornering feel made the RZR's handling feel precise. The tight tread grouping also worked well on bare rock, and the tire endured trails loaded with loose, jagged rocks with no punctures or tread damage. When running low pressures or traveling where flats are likely, it was reassuring to know the Raceline beadlock wheels had a secure grip on the beads. The Black Mamba's beadlock ring bolts are semi-countersunk to keep the bolt heads from being beaten up by rocks. In soft soil and sand, the tires worked well, but didn't offer the traction of tires designed for softer conditions. Arisun has a full line of tires to handle soft/intermediate terrain, as well as dedicated mud tires.

The Aftershock XD's closely grouped tread puts plenty of rubber on hard surfaces, lets it ride smoothly and adds protection from punctures. Raceline's Black Mamba wheels are engineered for abusive terrain, with a forged beadlock ring held by semi-countersunk bolts. The inner lip is reinforced, and the stem is located between the wheel



spokes for protection.

THE VERDICT:

Arisun's Aftershock XD tires provide impressive grip and toughness in hard terrain where traction is scarce and tire hazards are plentiful.

ARISUN XC PLUS tires testimonials



Arisun is an up-and-coming tire manufacturer specializing in the off road industry for ATVs and UTVs. We got our hands on a set of their XC Plus sport quad tires to put through their paces. Running the right kind of off-road rubber on your machine can be the difference between winning a race or schooling your buddies out on the trails. We chose Yamaha's Raptor 700 to mount the \$345.80 set of XC Plus tires on, and took it out to test on different types of terrain.

Rubber side down

The Raptor 700 is a powerhouse that easily spins the rear tires in all types of terrain, and staying in control on the ATV is important. Arisun's XC Plus tires let the Raptor hook up well while still allowing it to slide the rear end in a controllable fashion. These tires are made of a soft rubber compound that provides good traction for different types of riding. They are six-ply tires, which makes them durable, and have three layers of nylon material built into the rubber to help prevent punctures. The sidewalls of the Arisuns flex well over rough terrain, providing a smooth ride, and they don't make the

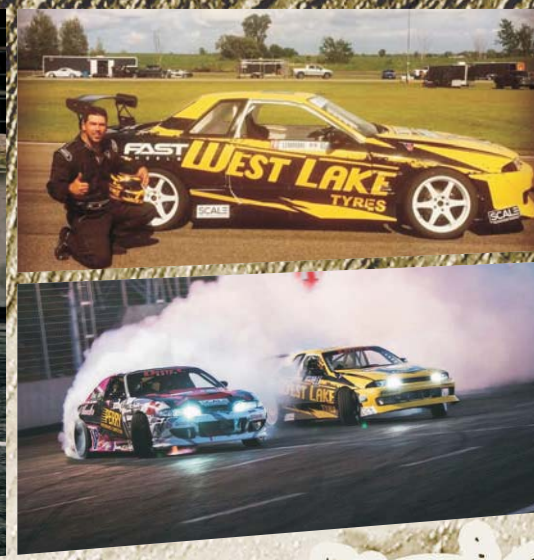
Raptor want to tip easily in corners. The front tires have a decent bite for cornering and steer the 700 in the direction the bars are pointed in. The rear XC Pluses are easy to break loose in corners, but will hook up when you want them to. The soft rubber knobs grab dirt and mud well and let the Raptor's power transfer to the ground far better than the stock tires did. We tested Arisun's XC Plus tires against a set of GBC's XC Master tires, which cost \$60 for the front tires and \$84 for the rears. The GBC front tires grabbed harder in turns than the Arisuns, but the rear tires did not hook up as quickly and would slide more often. The most noticeable advantage of the XC Master tires is that they felt a bit more connected to the ground.

Final thoughts

Arisun's XC Plus sport ATV tires provide great traction in different types of terrain and are long-lasting. The front tires cost \$76.95 each, and the rear are \$95.95 apiece. They are a bit on the pricey side but worth the money spent. The front tires come in sizes 21×7-10, 22×7-10 and 23×7-10. The rears are sized 20×11-8, 20×11-9, 22×11-9, 20×11-10 and 22×11-10.



Thanks for our US ATV tires distributor PSA's contribution to this testimonial.
Testimonials from DIRTWHEELSMAGAZINE



Sponsored drifts around the world

In the year 2016, ZC Rubber sponsored many excellent racers around the world and helped them achieve good results in Europe, Dubai, Canada and ect.



Goodwood Festival of Speed



WESTLAKE supported racer Steve Baggsy Biagioni brings an amazing show with spewing tire smoke at Goodwood Festival of Speed. The Goodwood Festival of Speed is an annual hill climb featuring historic motor racing vehicles held in the grounds of Goodwood House, West Sussex, England in late June.

Baggsy won Drift Allstars season opener in Abu Dhabi

WESTLAKE tire sponsored Steve Baggsy Biagioni won 2016 EXTREME Drift Allstars season opener in Abu Dhabi.

The return to the UAE for the 2016 EXTREME Drift Allstars season opener at the world famous Yas Marina Circuit was a key date on the race calendar for Steve Baggsy Biagioni. After a taste of the UAE drift scene back in January at King Of Nations in Fujairah, Baggsy and his team knew all the stops would have to be pulled out in the land where big power talks. With a healthy line up of drivers and a demanding Formula One track to take on, it was time to call in the heavy artillery.

It was time to take the heart of Baggsy's trademark stealth black Nissan S13 and make some significant changes. Swapping out the SR20 motor for a custom built LS3 V8 engine, prepped by Chris Jeanneret Racing. With only five days on the ground to fit the new power supply, time was ticking. But the team got straight to work and had the car ready for testing two days before the event.

Boasting 700 whp and 750 torque with a little help from the Nitrous Express set up, it was time to make some noise on the black top of Yas Marina Circuit. The flood lit night event of Drift Allstars World Series round one didn't disappoint. Baggsy made his mark straight away with a first place qualifying result, which was soon to be matched with a 1st place win. Beating a huge lineup of talent, including eventual second place finisher Ahamad Daham, and series regular Nigel Colfer (third), marks a long awaited return to the podium for Baggsy after he endured a challenging season last year.



WESTLAKE tires crowned 2016 BDC pro-am class champions

WESTLAKE tires crowned 2016 British drift championship pro-am class champions. WESTLAKE supported drivers Kerian Casey, Conor Shanahan and Danny Grundy achieved the top 3 in the race.

The British Drift Championship is a drifting series held in the UK, and also is the highest level of competition drifting in the UK. Equipped with WESTLAKE SPORT RS, the racers battled their way to the finals against a competitive field and dominate the race in pro-am class with amazing score.

During the British drift championship, Danny Grundy used the WESTLAKE SPORT RS semi slick tire 235/40ZR18 and took 1st place in the semi pro championship, proving to be one of the most committed and consistent drivers in the championship. The 13- year old Conor Shanahan is another WESTLAKE driver Jack Shanahan's brother and used the WESTLAKE 265/35 ZR18 tires on his 600hp Nissan 180sx. He is the new force in the European drift and will have a huge future in the sport at such a young age.

"We are very pleased to help racers to achieve good ranking. The tires used by racers have a higher demand on the speed, grip and ability to cope with changing all conditions. WESTLAKE SPORT RS has been helped many racers to win consistently at diffident level of drift across the global so far. And premium WESTLAKE tires devote to provide safety and value for customers, also bring them excellent experience." The company said.



WESTLAKE won Drift Allstars and Irish Drift Championship

WESTLAKE won Drift Allstars and Irish Drift Championship, the biggest drift event in Europe for 2016. WESTLAKE tire driver Jack Shanahan won 1st, Andrius Vasiliauskas from Latvia 3rd and Mike Fitz from Ireland 4th.





WESTLAKE Team successful at the Black Forest Classic Rallye in Germany

The german WESTLAKE rallyeteam Lambert/Hennen ended on the 4th place amongst 58 teams during the Black Forest Classic Rallye.

With about 650 kilometers of rallye and over 60 time control sections where the teams have to pass to the exact tenth of a second the Black Forest Classic rallye is one of the most difficult events in the German classic rallye calendar.

Over three days with a night stage, mountain drives and circuits this rallye near Stuttgart all teams had to work

very hard. Only 46 cars overall reached the finish line in Pforzheim.

Driver Sylke Lambert and navigator Jan Hennen, both are tyre testing drivers for ZhongCe Rubber in Germany, reached a fantastic 4th place amongst a lot of very powerful Porsches, Mercedes, Jaguar and other brands with their Volvo P 210 Duett from 1968. "The WESTLAKE SW 608 tyres in 185/65 R 15 worked very well and gave us at every time a good feeling of security", Sylke Lambert says satisfied at the finish line.

ZC Rubber offers GOODRIDE CM998 for Zambian project

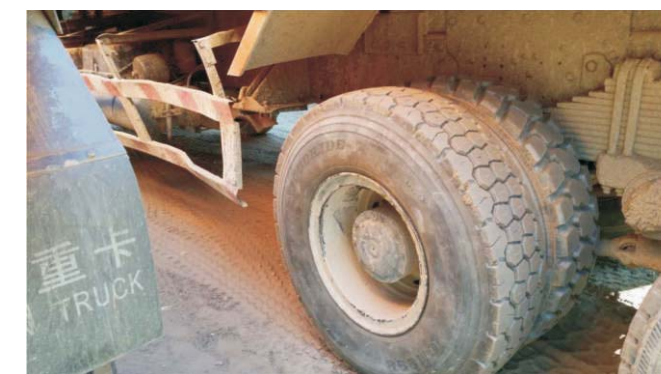
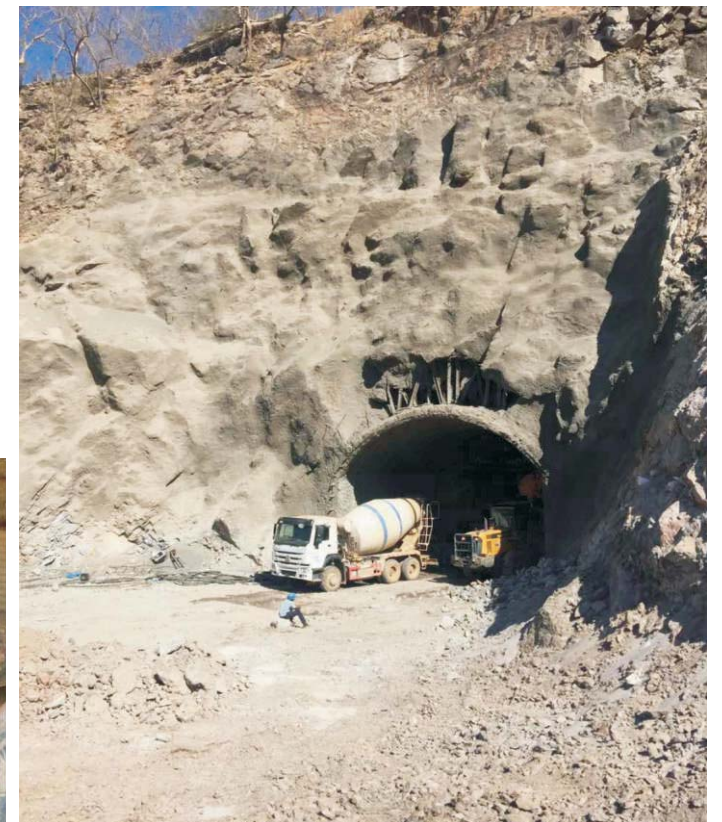
ZC Rubber provides GOODRIDE CM998 on size 12.00R20 for the Ower Kafue Gorge Hydroelectric Project, the largest projects in Zambia, operated by SinoHydro Bureau 11 Co., Ltd.

SinoHydro Bureau founded in 1955 and is the first team with modern construction techniques in China, also the constructor of the project in Zambia. Located at Canyon Kariba in the middle reaches of the Zambezi River. It will help offer sufficient electricity to Zambia.

GOODRIDE CM998 is engineered to handle mixing on-off-road conditions. It features outstanding traction on rough road and durable tyre casing for heavy loads. Applicable for low speed use.

"It is extremely pleasant to cooperate with ZC Rubber. CM998 brings us wonderful experience with its suitable price, high tire performance and attentive service, even better than other brands." The project leader from SinoHydro Bureau said. It is the first time for the cooperation between ZC Rubber and SinoHydro Bureau aboard.

As the partnership supplier, ZC Rubber also focuses on perfect the after-sale service, checks the tires regularly and offers professional tire guide to the customers. "Besides the premium products, we also provide a broad range of after-sales services and support for the customers and ensure that they can enjoy the top quality standards and fast problem resolution." The company said.



WESTLAKE's cooperation with large Fleets

WESTLAKE tire cooperated with many large fleets in Europe and offers them valuable tires, also achieves good and long-term appreciation because of product quality.



Schüttguttransporte Karl-Heinz Pohl

The company owns 14 trucks and trailers and its main business covers bulk cargo. They prefer 315/80R 22.5 WSR1, 385/65R 22.5 WSR1 and 385/65R 22.5 WTM1 for their trucks and trailers, and cooperate with WESTLAKE for 4 years. The high performance but low price of WESTLAKE tires is the main reason for them to choose WESTLAKE tires.



Hassis Transporte

Hassis Transport GmbH from Östringen, Germany, has a fleet of 16 trucks units and focus on the stucco business in long-distance transport. WESTLAKE 385/65 R22.5 WTL1, 315/70 R22.5 WDR1 and 215/75 R17.5 WTX1 are the tires

they used. Furthermore, Good price performance ratio and the good KM- performance of the tires attract them to join the WESTLAKE family for three years.



R. & R. Container Service GmbH

The company has 27 trucks and trailers, focusing on General cargo. It has been used WESTLAKE tires since 2015. Two WESTLAKE tires 315/80R 22.5 WSR and 1385/65R 22.5 WTR1 are gained favour, fitted on trucks and trailers. Price-performance-ratio is the main reason why they choose WESTLAKE and recommend tires to other forwarders.

Roman 'Chocolatito' Gonzalez kept flyweight championship sponsored by WESTLAKE tires

Flyweight world champion Roman "Chocolatito" Gonzalez had a great success sponsored by WESTLAKE tires in year 2016. He defended his flyweight world title on the HBO BOXING in California, and also won a championship in his fourth weight class, by defeating Carlos Cuadras from Mexico in the World Boxing Council super-flyweight title fight.

The 28-year old Gonzalez (44-0, 38 KOs) is one of the best technically sound fighter in the sport, retained his WBC flyweight title with a technically near-perfect victory against tough, but dangerous flyweight challenger McWilliams Arroyo, the IBF super flyweight champion.

"We are proud of Gonzalez and will continue to support and accompany him in all the fierce competitions, helping him to gain more. And we believe that Gonzalez will bring us more pleasant surprise." Westlake says.

Westlake and DIANCA S.A., the Westlake's distributor in Nicaragua, sponsors the boxer to promote Westlake brand in the whole world. "Constantly striving for excellence on the tire design and R&D, we devote to the updated tire performance and service with the company mission 'Safety and Value'. Furthermore, we also support the marketing activities in different markets and show our tire brand image by the sponsorship with excellent boxer and racers, even the exhibition and outdoor Ad." The company said.





ZC Rubber's exhibitions in 2016

In the year 2016, ZC Rubber participated many shows around the world, including IAA show in Germany, MATS show in U.S, SEMA show in U.S, Tire Industry Expo in Brazil, Germany Bauma in Germany, COLFECAR EXPO show in Colombia, Commercial Vehicle Show in Britain, Tyrexpo Americas 2016 in Costa Rica.

The company displayed a series of premium PCR, TBR, OTR, Agriculture tires for all the visiting customers covering WESTLAKE tire, GOODRIDE tires, TRAZANO tire and CHAOYANG tire, provided customers with more choices and enlarged its target group.



CHAOYANG bicycle tire in the world event tour

It was the first time CHAOYANG tire supported professional athletes at the European top Mountain Bike events through our ZC-Rubber event Team of Uwe Daniel, our Europe marketing manager and Geri Schrimpf, the event manager. We are so proud that historical records were made with CHAOYANG tire. Here are the great moments of this season:

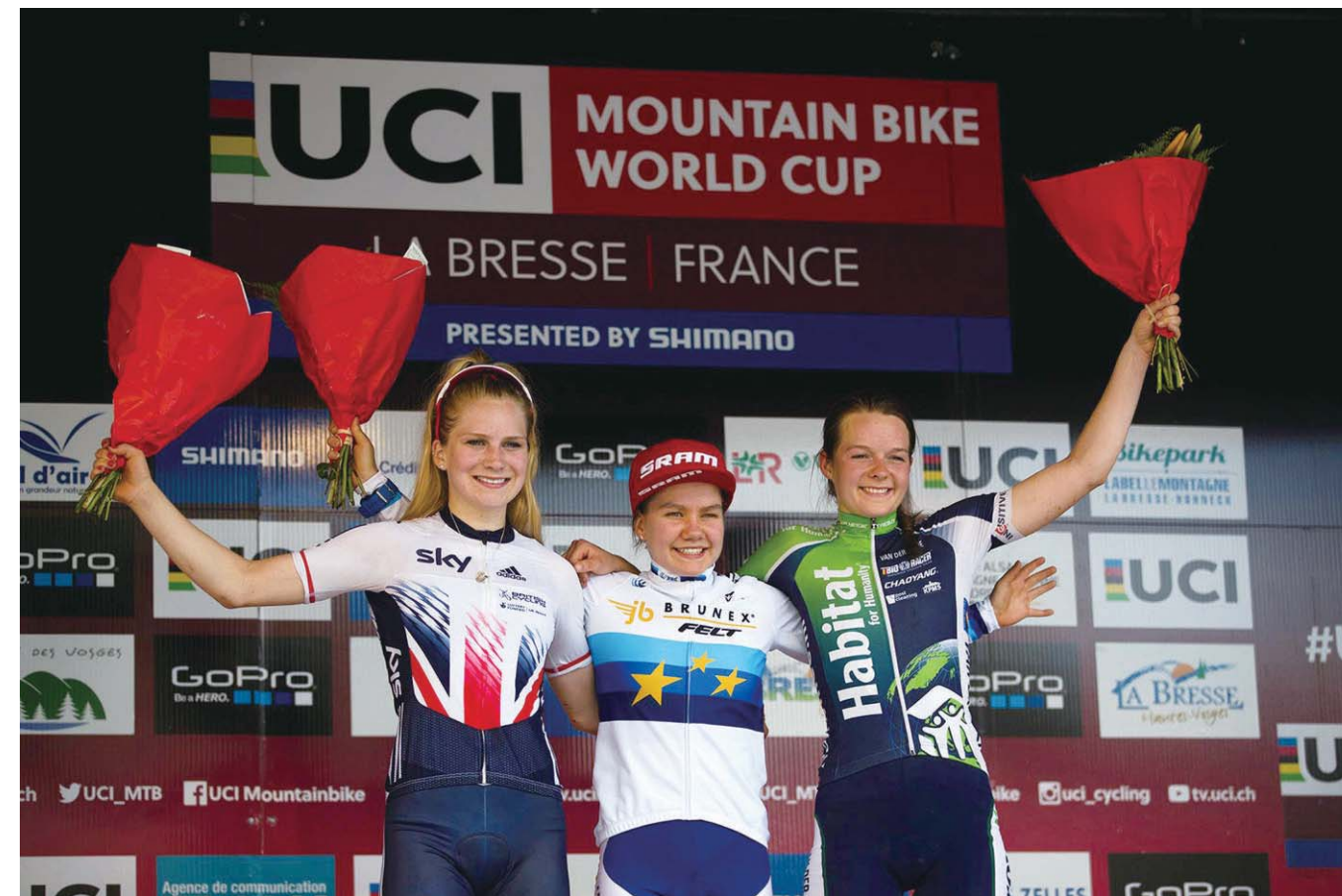
Albstadt, Germany-The 1st World Cup podium with CHAOYANG tires

Anne Tauber, from Team Habitat, ranked 3rd place in the women U23. This was also the first time CHAOYANG tire helped its rider to the podium!

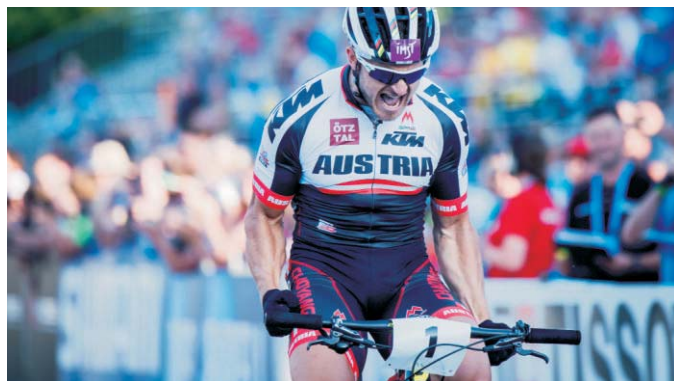


Anne Tauber again on stage World Cup La Bresse

Anne Tauber from Team Habitat showed in the French La Bresse that her 3rd place in the World Cup in Albstadt was no fluke. Tauber quite quickly settled into the third place and gave that position no more out of her hands to the finish line. "After the third place last week, I was quite surprised at myself and it's quite exciting because I wanted to show that I can do it again", Habitat mountain bike star said in a video interview to offroadbikers.eu.



Daniel Federspiel again World Champion



Nove Mesto in Czech Republic was the host of this year's MTB World Championships. With our sponsored pro Daniel Federspiel from Austria the current World Champion in the Eliminator category wanted to defend his title and the nice Rainbow jersey.

The race started with a time trial, one lap on the fast 1.3 km track. Federspiel won this qualification and underlined his strong ambitions on the title. Then the heats with 4 riders against each other followed and round

after round he showed no mercy for his competitors. In the Final Heat Federspiel won in front of Mels from Belgium and Geggeneiner from Germany. So, one year again the Rainbow jersey on the shoulder of Daniel Federspiel.

In the last Sprint he had a top Speed over 50 km/h on our CHAOYANG Evolution tires. Historical moment for ZC-Rubber with the win of the first Gold medal at a MTB World Championship.

CHAOYANG athlete Ruben Scheire was qualified for RIO

Ruben has been selected for the Olympics in Rio, right after his proven strength in European Championship, World Cup in Albstadt and La Bresse.

Ruben was best Belgian in each of these three games and won at the European Championship even a nice 16th place.



CHAOYANG tire at the Olympics in Brazil

First time for CHAOYANG being presented at an Olympic event, the biggest event in the world. Geri Schrempf, our Event Manager got an accreditation being the technical service for the Austrian Team and so he had two guys to support. The Belgian Champion Ruben Scheire and Alex Gehbauer from the Austrian Team. Ruben

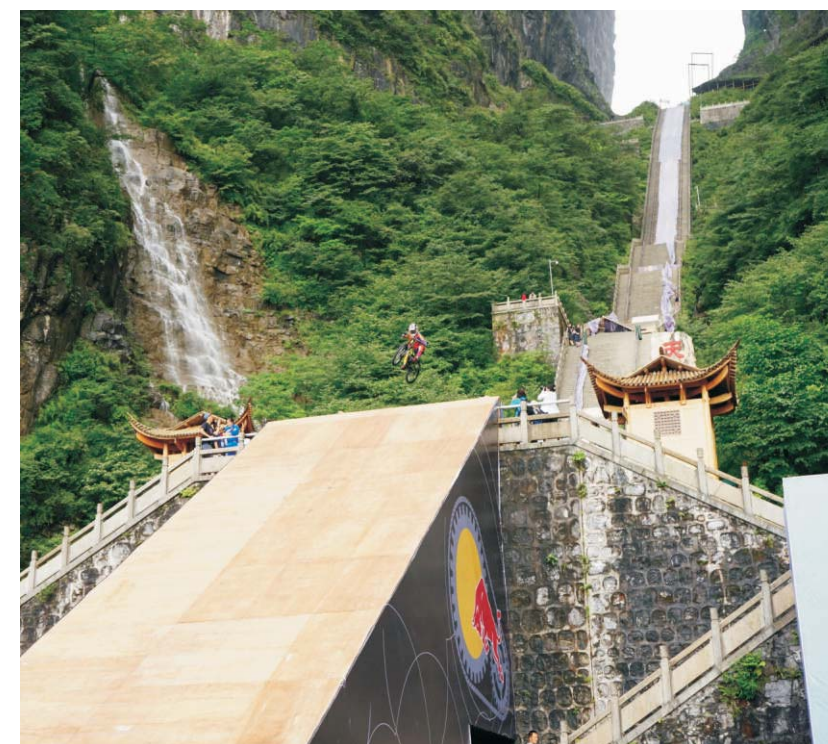
Scheire showed a strong race, mostly in the Top Ten of the race ended on a good 11th place. The best race in his career so far on that level. There was a lot of media interested in these riders before and after the Olympics and we got hundreds of thousands contact points for CHAOYANG brand.



Bernardo Cruz won Redbull Skygate Downhill Race

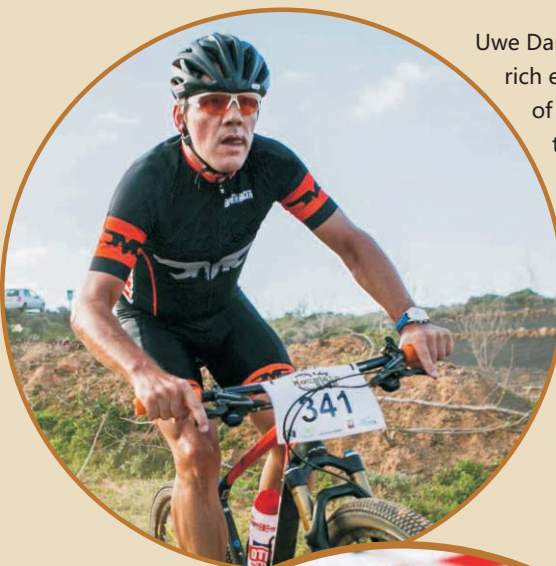
RedBull Skygate was a unique MTB event held on Tianmen Mountain's famous 999 steps. Featuring the world's top MTB Slopestyle Riders and Downhill racers! Held over 2 days Saturday & Sunday open public spectating and LIVE streamed on Chinese TV.

CHAOYANG tire sponsored riders Bernardo Cruz and Stefano Dolphin took part in this race together with 12 riders from other countries.



CHAOYANG EUROPE TEAM

Since the beginning of 2016 season, we invited Uwe Daniel and Geri Shrempf join the CHAOYANG European team to show up at the European biggest races and events, focus on World Cup MTB, Marathon MTB and Bike Festivals.



Uwe Daniel has a rich experience of marketing through Europe in the cycling field.



The team started with a motor home painted with CHAOYANG, offering technical service for the teams we sponsored, like Team Habitat and Austrian National MTB team. What's more, the attendance of CHAOYANG tire was also great help to promote brand image and build up an interactive way with the public and media, attract potential local distributors.



Geri Shrempf is one of the best mechanics in the MTB World Cup scene and well known in the Professional rider scene.



The team is one of the key factors ensures our riders' victories. Besides, plenty of test feedbacks were collected through the field, which contributes a lot to make our tires better and better. A lot of topics were created through our Facebook fan page.

Facts of the Event Tour 2016

- 19 events
- 10 different countries
- More than 18.000 km travelling
- More than 90 days on the road
- 1 World Champion
- 1 Silver medal World Championship
- 1 Silver medal European Championship
- 3rd place World Cup women
- 3rd place Junior World Series
- Spectator at the events more than 350.000
- TV coverage, Social Media reach through whole Europe

We did a great job through the season, it's one step to show the bike world that we are on the way from a manufacturer to a premium brand.

And to underline that we develop products on a high level with the experience of Pro athletes.

This continuously work is the base for the acceptance of our brand in the market!



CHAOYANG Brazil Series consolidates Enduro sport in the country

More than a competition, a lifestyle - Before even be practicing as a competitive modality, the Mountain Bike had in its essence the idea of "suffering" to climb the mountains and then enjoy the pleasure of down hill. With this ideal was born in Europe a few years ago Enduro, with the shifts and special timed, which together defined the time of each participant.

Enduro is a form of Mountain bike racing in which there is a number of timed downhill sections of trail, and a number of uphill transfer stages, which are not timed, but might have time limits to complete. It is a stage-race format where the winner is the rider who accumulates the lowest combined time from the various timed sections. CHAOYANG Brazil Enduro Series took place in 3 stages in Campos do Jordao (SP), a region of Serra da Mantiqueira well known among cyclists, then Itaipava (RJ) and Ouro Preto (MG).

The enduro rider has to be very physically prepared as an XC racer and technical and explosive as a DH pilot, a good memory and concentration to be able to keep all tracks in mind. Bernardo, Wallace, Babi and Lucas attended



the CHAOYANG Enduro Series. They are top 4 DH riders and all sponsored by CHAOYANG.

The most important thing is that the competition Enduro MTB, CHAOYANG Brazil Enduro Series, reached its three main objectives in its first year: promoting Enduro in the country, showing the riders the other way of Mountain bike from Cross Country and Downhill categories, and telling the public the high technology used in CHAOYANG tires.

"Enduro combines the best of the Cross Country and Downhill. Of course, it's a competitive race, because we want to give our best and seek to overcome the obstacles in front of us. At the same time, I know a lot of riders attending this Enduro race from Cross Country and Downhill, Here I have friends riding with me over 25 years." highlighted our rider Wallace Miranda.

"We are proud to sponsor Brazil Enduro Series. We believe in the exponential growth of Enduro sport in Brazil,



in competence of the organizing committee and especially in courage of athletes who will compete in these technical and hard race of CHAOYANG BRAZIL ENDURO SERIES. CHAOYANG supports and appreciates events, organizations and people who seek to increase and enhance the

strength and cycling warrior spirit in Brazil. This passion drives us to find out new challenges and great achievements" commented Mauricio Atauri, sales manager of two wheels in Brazil.



VIDEOS:

STAGE 1 https://youtu.be/Jk_xSAHkaY

STAGE 2 <https://www.youtube.com/watch?v=71SBeOtnlwQ>

STAGE 3 <http://www.brasilenduroseries.com.br/videos/chaoyang-brasil-enduro-series-2016-3-ouro-preto-2>

CHAOYANG *Sponsor*



Daniel Federspiel

By far the fastest rider in XCE field, Daniel Federspiel, Austria. World Champion 2015 & 2016



Austrian National MTB Team

The best riders from Austria join this strong Team. A lot of the current top professionals went through the support of the National Team – from Junior to Elite class.



Team Habitat

The team is an exciting mix of young international talents and more experienced professionals. Up-and-coming riders Frank Beemer from the Netherlands, Niels Rasmussen from Denmark, Ruben Scheire of Belgium and Anne Tauber from The Netherlands lead the team for 2016.



Bernardo Cruz
No.1 downhill rider in Brazil.



Lucas Borba

Lucas Borba started in mountain biking downhill in 2006 on a track next to the house where the friends have went.

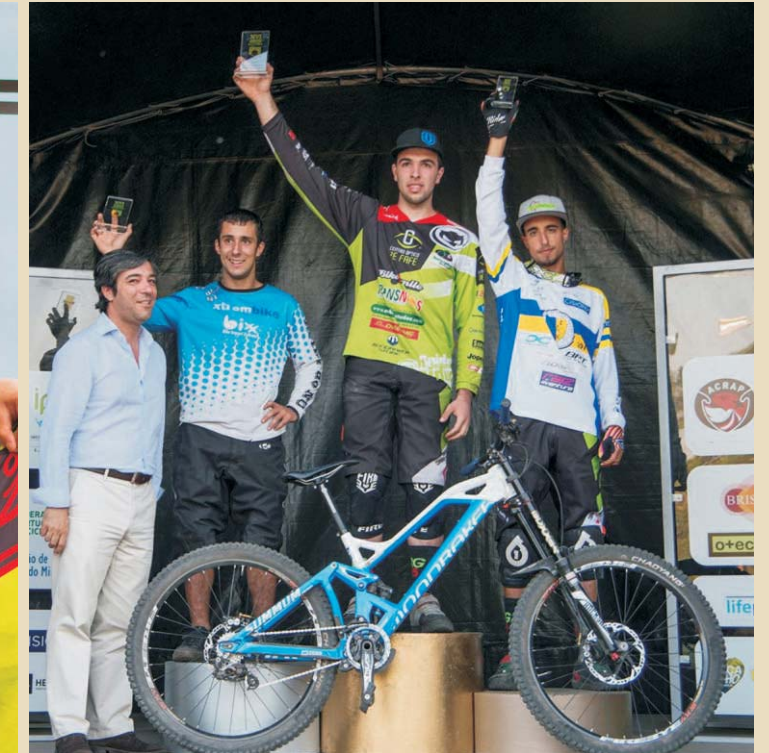
"I always liked biking, everything I do on a daily basis has bike together, go to school, go in town, buying bread or anything else."

"My first race with a bike DH was in 2009 where I started in the youth category and so I got my first win in an official competition."



Jorge Silva

Jorge Silva is 6 times Champion Regional of Minho of downhill in Portugal.



Rui Teixeira

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



Walace Miranda (2nd from left)

Walace Miranda is 30 years old, and is Aparecida, in São Paulo.

"As a child, I liked speed and adrenaline." He attended his first race downhill in 2000 and the same year was Paulista champion. Since then he began collecting titles, have highlighted, and be considered a sports idol.

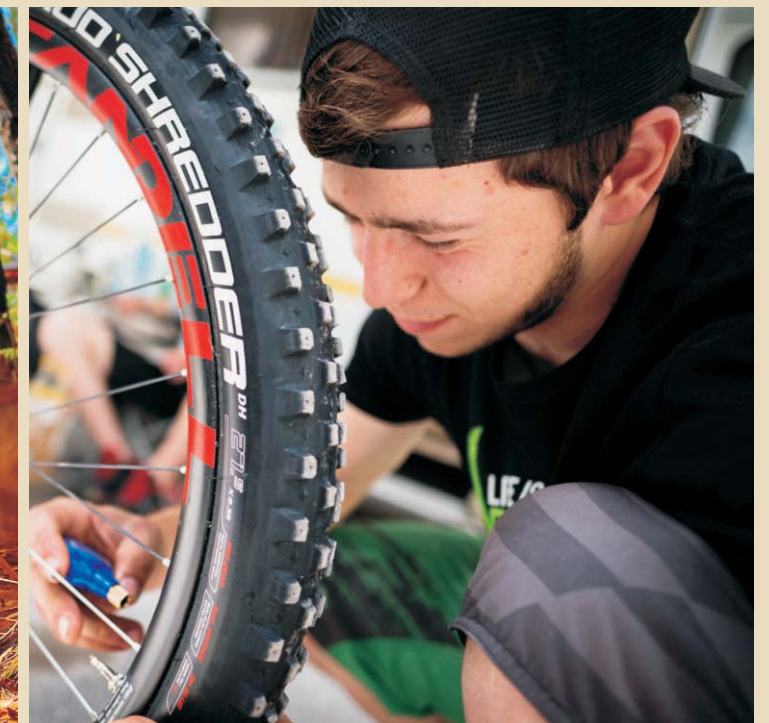


Barbabra Jechow



Joao Mendes

Joao Mendes, 20 years old, and he is from Madeira Island in Portugal. He is competing since his 13 years old. He got 3 times Regional Champion in Madeira in U15 in Downhill and Downtown, and U17 in Downhill.



Jan Cepelak

Czech rider, 20 years old, loves riding bike and lives crazy life.



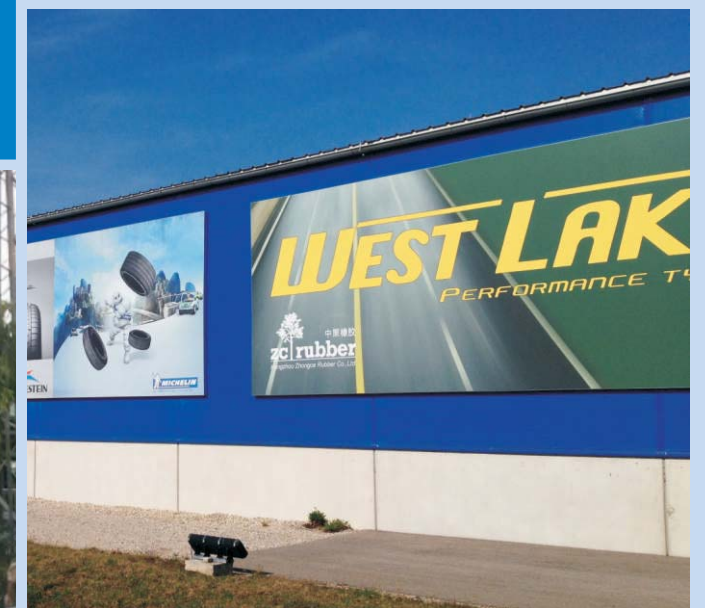
Truck advertising

WESTLAKE trucks combine vehicle and advertising, and cover large areas of ground to ensure that ads attached to their sides would be seen by numerous people.



Outdoor advertising

ZC Rubber billboards are visible to one and all, located along primary and secondary arterial roads globally, and help show customers even more of ZC Rubber products.



Network coverage

ZC Rubber shared latest company news covering achievements, products and marketing activities with customers by the popular media.

ZC Rubber Hosts Dealer Meeting at Automechanika Dubai Exhibition

Posted on May 24, 2016



Zhongce Rubber Group Co., Ltd. (ZC Rubber) displayed its Westlake and Goodride brand tires at the Automechanika Dubai 2016 on May 7-9, 2016. The company also hosted a dealer meeting during the exhibition.

ZC Rubber displayed tires with its local partner, Al-Rahala International Trading Co., LLC, a tire trading company with authorized distributors in the Middle East, Europe, parts of Latin America, and Africa.

Performance upgrade in latest ZC Rubber tyre

Monday 25th July 2016 | 0 Comments

ZC Rubber (Hangzhou Zhongce Rubber Co., Ltd.) has introduced an upgraded version of its SV308 summer tyre. Called the SA57, the new product is available in 33 passenger car and nine SUV sizes, and is said to offer a ten per cent shorter wet braking distance than the previous generation tyre, along with five per cent improved wet handling, three per cent better dry handling, three per cent less noise and two per cent less rolling resistance.

The new tyre features excellent performance on the handling and water drainage to keep safe on the road," comments ZC Rubber. The SA57 features a directional, V-shaped tread with four broad circumferential grooves for evacuating water from the contact area. The centre ribs are said to provide good steering precision, and ZC Rubber notes that the silica-based compound enhances grip and dry grip.

Related Posts:



ZC Rubber SA57

ZC Rubber's Anji factory starts making tyres

Friday 9th September 2016 | 0 Comments

ZC Rubber's new bike tyre factory in Anji, Zhejiang province, has commenced production. The Anji factory is associated with an investment of up to US\$620 million and covers 660,000 square metres, focusing on the motorcycle tyres, e-bike tyres and inner tubes etc. Shen Jirong, president of ZC Rubber, says that the factory's output value amounts to more than \$1 billion.

According to the company, the factory was completed in August 2013. After two years of operation, the factory will employ more than 1,000 workers to produce a wide range of products and protect human health. The factory is an important investment for ZC Rubber to meet different global demand and expand its market in the global market and beyond.



Between claimed and actual EU tyre label performance, it is more important than ever for manufacturers to utilise test equipment they can trust to deliver reliable results. Hangzhou Zhongce Rubber Co., Ltd. (ZC Rubber) reports that the machinery it uses to test rolling resistance was recently inspected by TÜV SÜD, and was certified as highly accurate.

According to the manufacturer of the Westlake and Goodride tyre brands, TÜV SÜD evaluated the ZC Rubber rolling resistance equipment against the requirements laid down by ECE R117; the tests delivered a Pearson product-moment correlation coefficient of 0.9955, thereby verifying the equipment's high level of precision and stability. The tyre maker adds that, pursuant to relevant regulations, the TÜV SÜD test results have been accepted by Brazil's Ministry of Development, Industry and Foreign Trade (Imetro) for its label regulation.

Following the tests, TÜV SÜD awarded ZC Rubber benchmarking certification that verifies its machinery's performance in relation to EC 1235/2011; Michael Stauds, general manager tyres and wheels at TÜV SÜD, presented the certification to ZC Rubber's vice-president of production, Zhang Limin.

ZC Rubber hosts European dealer meeting in Germany

Thursday 2nd June 2016 | 0 Comments

ZC Rubber has hosted its first European dealer meeting in Germany, designed to further development and marketing strategy in the market. Hosting "hundreds of partners and dealers," Shen Jirong, president of ZC Rubber, introduced the company mission: "To supply safe and value to global market".

The largest Chinese tyre and rubber product manufacturer – and number 10 amongst global tyre manufacturers – has an annual capacity of more than 40 million units, while the company also started its first step towards globalised manufacturing with the foundation of ZC Rubber Thailand. The Hangzhou-based company, founded in June 2015 and operates two tyre plants in Thailand. ZC Rubber's TBR products are sold in more than 100 countries.

ZC Rubber has hosted its 2016 dealer meeting in Brazil. The Hangzhou based manufacturer outlined its new strategic plan focusing on business development. According to Ge Guorong, vice president of ZC Rubber, the company has continued steady development with output reaching more than 7 million truck and bus tyres and more than 14 million car and light truck tyres in the first half of 2016, accounting for 17.57 per cent and 13.21 per cent respectively within the Chinese tyre industry.

Ge Guorong stated that "business model innovation is always an eternal topic," explaining that the company expects to explore new wholesale and retail business, as well as online channels. "Internet technology not only has deeply changed people's daily life, but also becomes an inspiration of business model innovation for us," Ge Guorong said. "ZC Rubber will explore more business opportunity relying on the internet by building an online store in China, a third party platform and a reliable aftermarket service brand across the global and also provide more excellent services for the global customers." Ge Guorong added.



VP Ge Guorong (middle) with the ZC Rubber team in Brazil

With an online store in China, a third party platform and a reliable aftermarket service brand across the global and also provide more excellent services for the global customers." Ge Guorong added.

Tire from ZC Rubber this Summer

Posted on July 25, 2016

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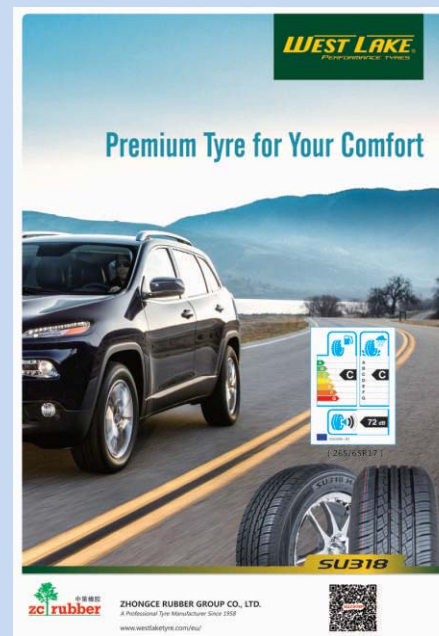
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Magazine advertising

ZC Rubber posted ads in leading professional tire magazines around the world, including **Tire Business** and **Morden Tire Dealer** in U.S and **Tyre and Accessories** in UK.

