



Feb. 2023 Edition

# /// CHAOYANG STORY

PRODUCTS & MISSION



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Chaoyang Europe



Chaoyang Brasil



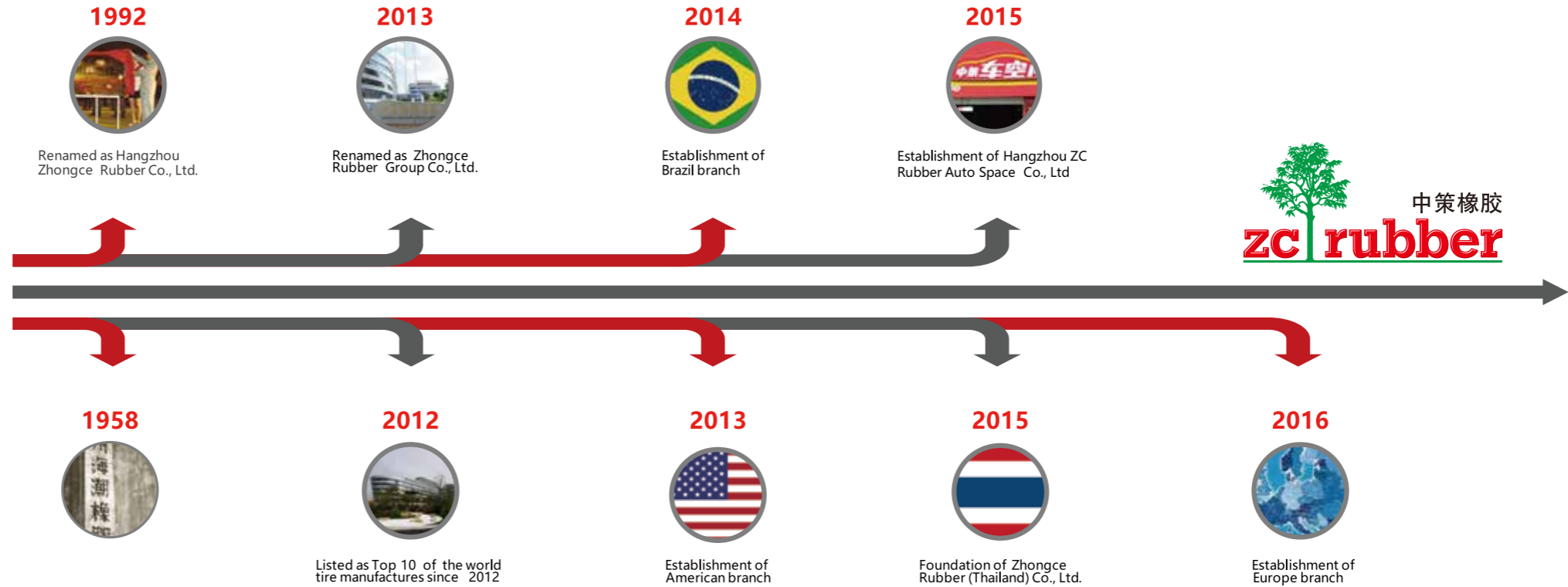
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# MILESTONES OF COMPANY'S HISTORY



In February 1958, a humble rubber factory was built in the desolate Ocean Tide Temple, named Ocean Tide Rubber Factory, which is the origin of ZHONGCE RUBBER. At the beginning of its establishment, the company mainly produced rubber shoes, bicycle tires and tubes. The brand back then was Ocean Tide, which was the predecessor of Chaoyang. Nowadays, Chaoyang has been a well-known brand in China.



Chaoyang, as the core brand of ZHONGCE RUBBER Group, now has 1,200 dealers, 250,000 tire retail terminal stores, and sells products in more than 160 countries around the world. After more than 60 years of development, Zhongce Rubber has always adhered to quality. From generation to generation, there is a vision of wherever the sun rises, there are CHAORYANG tires.

Today, the company's original factory in Ocean Tide Temple has been relocated, and the new company still displays Ocean Tide Temple in the form of a micro-view. Looking back on the past, the spirit of Ocean Tide has led us to overcome obstacles. We learn from history and face the future! Let this amazing Chinese brand go to the world and provide consumers all over the world with high-quality tire products.

## AMBASSADORS OF CHAOYANG TIRE



BH Tempo cafes UCC-Spain



DMT Racing Team by Marconi-Italy



Jb Brunex Superior Factory Racing-Swiss



Four Es Racing Team-Italy



Austria National Team-Austria

**Other teams:**  
 Wilier Force Germany  
 Flyer E-MTB team-France  
 Gito Squadra Corse-Italy  
 VDH BMX racing-Netherland

**Our Riders:**  
 Daniel Gathof-Germany  
 Peter Kaiser-Austria  
 Joao Mendes-Portugal  
 Stefano Dolfin-Italy

**Our Cooperated Park:**  
 Bike Park la Bresse-France  
 Italian Bike Cup-Italy

## WORDS FROM OUR AMBASSADORS



**Bronze medal winner from Olympic game 2021 in Tokyo**  
**David Valero**

"My favourite combination is the PHANTOM Dry on the front and PHANTOM Speed on the rear. It gives me safety on the brakes and through the corners for my front wheel in combination with the lowest rolling resistance for my rear wheel. It was also my choice for the Olympic race in Tokyo".



**Marathon World Champion 2020**  
**Ramona Forchini**

"What I like about the Chaoyang PHANTOM Series is that I have the right pattern for any condition. My favourite combination is the PHANTOM Wet at the front which gives me the grip level and safety I am looking for. And on the rear, I like the PHANTOM Speed for its fast-rolling resistance but also for its good cornering performance".

by Dionysius Hungerbühler



**Swiss Epic winner 2021**  
**Nicola Rohrbach**

"The PHANTOM Speed is my first choice at almost all conditions. The tire has a fast-rolling resistance and provides with despite its little knobs at the centre in combination with the aggressive shoulder enough grip for my riding style".



**Marathon European Champion 2022**  
**Natalia Fischer**

"I am really impressed by the PHANTOM tire range how much grip I get compared to how fast they are on the other hand. Mostly I am riding PHANTOM Wet on the front and Phantom Dry on the rear. On the day I was winning the Marathon European Championships 2022 I was my favourite combination".

# PHANTOM HISTROY

SEASON 2021-2022

# TECHNOLOGY



## WRE - WIDE RIM EDITION

The wide range of rim width on the market cannot be covered any more by one tire construction only. The new wide rim edition (WRE) optimizes the tire construction to the latest rim developments. Designed for 30mm wide rims the new 2.3 wide PHANTOM tires have been proven to work best over a range from 28-30mm inner rim width. Riders who run 20-25mm wide rims get the best performance with the 2.2 version of the PHANTOM tires.



## SPS - SIDEWALL PROTECTION SYSTEM

SPS (SHARK SKIN protection system on sidewall) present a great cut-resistant performance on sidewall against sharp rocks.



Bronze medal at the Olympic games in Tokyo for David Valero



### Glory moments:

- 1 European Champion in Marathon- Natalia Fischer
  - 2 2nd place at the European XCC Championships- David Campos
  - 3 Two medals at the UCI World Cup in Andorra- David Valero, Ramona Forchini
  - 4 1st place at the UCI World Cup in Snowshoe- David Valero
- For more moments, visit [www.chaoyangtire.com](http://www.chaoyangtire.com)

### Racing Tire:

Phantom Speed-Front tire  
Phantom Dry-Rear tire

## PHANTOM SERIES



PHANTOM SPEED  
29x2.3 29x2.2



PHANTOM DRY  
29x2.3 29x2.2 27.5x2.2



PHANTOM WET  
29x2.2 27.5x2.2



PHANTOM MUD  
29x2.0

# PERSUADER HISTROY

2020-2022



Nicola Rohrbach wins the Swiss Enduro Series in Laax

Racing Tire:  
Persuader Wet-Front tire  
Persuader Speed-Rear tire



Joao Mendes racing the first prototgpes in 2020

# TECHNOLOGY

## BEAD TO BEAD PROTECTION

Based on SHARK SKIN+ technology, while offers protection from Bead to Bead. This additional all-round puncture protection layer make the casings extremely durable against different damage.

The Pro edition of "B to B", keep the same extreme protection for carcass, meanwhile the special rubber inside the carcass layers provides strengthened sidewall to ensure stability during freeride and downhill.



**B to B**  
SHARK SKIN +  
BEAD TO BEAD

**B to B PRO**  
SHARK SKIN +  
BEAD TO BEAD  
BUTYL IN SIDE

## DOWNHILL PROTECTION

Extra butyl rubber offers extra safety and bead anti-puncture ability, to prevent pinch flats at low air pressure, also helps protect rim from hard hits and keep tire beads seat firmly with rim. Especially made for freeride and downhill use.

Dual Ply casing makes our DH/FR tires even tougher and stonger!



**PRO BEAD**  
BUTYL INSERTED  
REINFORCED BEAD

**DUAL DEFENSE**  
DUAL PLY CASING  
EXTRA DEFENSE

## PERSUADER SERIES



**PERSUADER SPEED** 27.5x2.4 29x2.4    **PERSUADER DRY** 27.5x2.4 29x2.4    **PERSUADER WET** 27.5x2.4 29x2.4

## SPONSORED EVENTS



The race had athletes of different levels, divided into categories by age group and by modalities, Pro, Sport and Amateurs. Still E-bike and Gravel. There were 48 categories and the liveliest was the children's category, Kids, from 6 to 12 years old, divided into 2 age groups. A game to start the little ones in the bike world. And they didn't give up, they competed meter by meter with the same disposition as adults.

There are four stages every year for this event.



**Mountain Bike Challenge**  
**Chaoyang – Nova Trento-SC**  
 July 16-17, 2022  
 Nova Trento  
 700 participants

Aside from Mountain Bike Challenge Chaoyang, CHAOYANG also is one of the main sponsor of event CHAOYANG ROYAL ROAD MARATHON .

## SOCIAL RESPONSIBILITY



**FOOD DONATION**

In 2019, CHAOYANG ROYAL ROAD collected over 2.5 tons of food, which were donated to various charity institutions in Brazil.

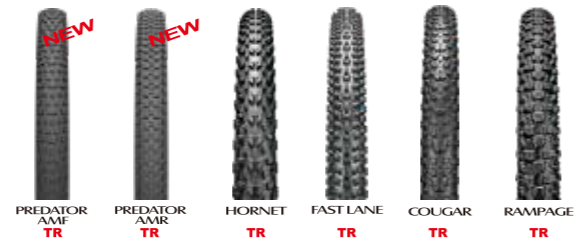


# CHAORYANG FAMILY

## XC/MARATHON



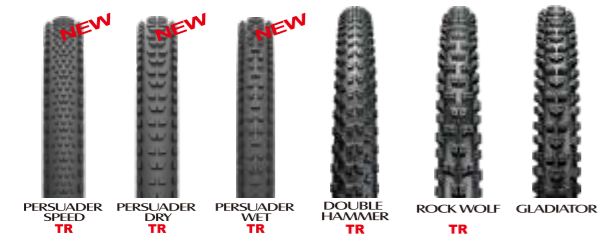
## ALL MOUNTAIN



## E-LINER



## ENDURO



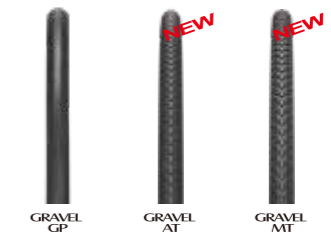
## DOWN HILL



## ROAD



## GRAVEL



## PLUS



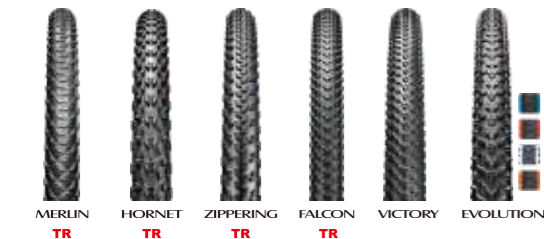
## FAT



## CITY/URBAN



## MTB



## BMX



## SPIKES

