

Apollo Tires showcases full longhaul truck-tire range at the 2024 TMC Expo in New Orleans

- Apollo Tires celebrates its first year in the U.S. commercial vehicle segment
- EnduMile steer, drive, and trailer tires now fully available to US customers
- Industry-leading, complimentary road hazard warranty on all commercial tires
- Apollo Tires launches National Account program in North America

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Apollo Tires debuted its longhaul truck-tire range at the TMC Expo in Orlando, FL in 2023 marking its official entry into the largest fleet-market customer segment in the United States. This year, Apollo Tires returns to the Expo in New Orleans to celebrate its first year in the market, with the full tire range now available to commercial fleets and independent operators.

Benchmarked against leading Tier 1 competitors, with millions of miles of testing on North American roads, the full Apollo Tires lineup covers a majority of the commercial truck tire market, with over 40 SKUs, delivering high mileage and low CPM.

“Our steer tire EnduMile LHfront, drive tire EnduMile LHD and trailer tire EnduMile LHT are now fully available to customers across the United States,” said Laurence Bennett, AVP, Commercial Vehicles. “Years of market research, product development, and on-road field testing here in the United States have led to this moment where we can deliver a complete longhaul tire range of exceptional quality with an equally impressive return on investment for our customers.”

The complete longhaul tire roster joins Apollo Tires’ proven lineup of regional and mixed-service commercial-vehicle tires. Every Apollo Tires truck and bus tire is produced at one of its state-of-the-art global manufacturing facilities.

Apollo Tires stands alone in the industry by offering a complimentary road hazard warranty on all commercial vehicle tires. In addition to this industry-leading practice, it offers rapid nationwide delivery, domestic inventory, and a 72-month workmanship and material warranty.

Apollo Tires launches National Account program in North America

Alongside its entry into the North American market, Apollo Tires has announced the launch of its National Account program. Available through authorized dealers from coast to coast, Apollo Tires National Account program helps keep your fleet moving and your costs in control, providing a standard cost per tire wherever your fleet operates. The program features nationwide access, competitive pricing, cashless transactions, consolidated billing, and OEM specification credit.

ABOUT APOLLO TYRES

Apollo Tyres Ltd is an international tire manufacturer, with multiple manufacturing units in India and a unit each in The Netherlands and Hungary. The company markets its products under its two global brands – Apollo and Vredestein, and its products are available in over 100 countries through a vast network of branded, exclusive, and multi-product outlets.



Media Release

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