

Apollo Tires US (Inc) Launches New ‘Smart Tires for Not Smart Roads’ Campaign

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- *Apollo Tires celebrates its first year in the U.S. commercial vehicle segment*
- *Industry-leading, complimentary road hazard warranty on all commercial tires*

ATLANTA, GA March 5, 2024

Apollo Tires US (Inc) plans to debut its new integrated marketing campaign titled ‘Smart Tires for Not Smart Roads’ at the TMC Expo in New Orleans, Louisiana. This occurs just one year after Apollo Tires debuted its longhaul truck tire range at the TMC Expo, marking its official entry into the largest fleet-market customer segment in the United States.

The campaign was shot in California City and Lake Tahoe, California and begins by showcasing a variety of road conditions that longhaul truck drivers are no stranger to: potholes, cracked roads, snow and rain.... “Not Smart Roads.”

With millions of miles of testing on North American roads, these road conditions, however daunting, are no match for Apollo’s “Smart Tires.” Every Apollo truck and bus tire is produced at one of Apollo’s state-of-the-art, global manufacturing facilities by leading engineers.

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, Apollo offers rapid nationwide delivery, domestic inventory, and a 72-month workmanship and material warranty.

*Agency: Digital Yalo
Produced by: 25 Oak Media
Directed by: Tim Immordino*

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.

For any inquiries:
Emily Rarick, Marketing Communications
emily.rarick@apolloytyres.com

Apollo Tires (US) Inc, 6 Concourse Parkway, Building 6, Suite 2920, Atlanta, GA 30328
www.apolloytyres.com | <https://www.facebook.com/ApolloTyresLtd> | www.linkedin.com/company/apollo-tyres-ltd.