



## **JK Tyre Launches Revolutionary 'Smart Tyre' at Auto Expo 2020** **~Brings Connected Mobility to tyres, fostering Smart Tyre market in the country~**

**New Delhi, February 10, 2020:** Leading Indian tyre manufacturer **JK Tyre & Industries Ltd.**, today launched their new SMART TYRE range at the Auto Expo 2020. The company is the first in the sector to launch Smart Tyres Technology.

A first-of-its kind cloud based monitoring system; Smart Tyres warrants maintenance of tyres through timely diagnostics by using sensors integrated with a Tyre Pressure Monitoring Systems (TPMS). The sensors thus augment updates on tyre health via multiple digital platforms like the company's indigenous TREEL Care app and web page.

The Smart Tyre technology allows for early detection of issues and deployment of timely preventive measures to avoid them and also deliver higher fuel efficiency upto 4-5% leading to reduction in carbon emission. In addition, through this technology, the tyre life is enhanced thereby minimizing operational expenses.

Monitoring all aspects of the tyre, Smart Tyre screens tyre's vital statistics, including pressure and temperature. The information collected by this smart monitoring system is relayed on a real-time basis to the vehicle owner's smartphone via Bluetooth on to a mobile application. Additionally, the sensor-enabled technology helps the customers maintain optimal tyre pressure, which not only helps the environment but also provides better safety on road.

The Smart Tyre technology is compatible with cars, bikes and trucks/buses. It is available in three variants for cars- **Smart Tyre Sensor Car Kit: Valve, MTrac Smart Sensor Car & Truck Kit: Valve** and **MPower Smart Sensor Car Kit: Valve**. Similarly it is available in two variants for bikes- **Smart Tyre Sensor Bike Kit: Belt** and **MTrac Smart Sensor Bike Kit: Belt**.

Commenting on the occasion, **Dr. Raghupati Singhania, Chairman & Managing Director** said, *"JK Tyre has always been on the forefront of innovation and technology. Being the market leaders in the Indian tyre industry, we have once again lived up to our leadership role by delivering 'Smart Tyre' - an extension to our promise of providing advanced mobility solutions to our customers. This technology provides an enhanced value proposition to vehicle owners, particularly fleets, by reducing their operational costs. Along with this, we have also showcased our new range of concept tyres here at the Auto Expo and we have a roadmap laid in front of us, as we plan to move ahead with a number of new products including some breakthrough innovations this year."*



### **Concept Tyre Zone:**

Along with the launch of Smart Tyre Technology, the company also showcased an exciting array of concept tyres at the Auto Expo 2020:

**Puncture Proof Tyres:** Punctures are common on Indian roads. This unfortunate situation that can jeopardize a driver's safety. Tyre puncture repair is a tedious task and to address this issue, JK Tyre has introduced Puncture Resistant Technology. A concept developed for cars and two-wheelers, the Puncture proof tyre has unique sealants forming a protective layer which repairs punctures automatically thereby ensuring a hassle-free and safe drive.

**EV Tyre:** The electric vehicle industry in India is evolving and JK Tyre is ready to cater to the needs of the EV industry. These next-gen tyres have an optimized tread pattern which are ideal for Electric vehicles. Loaded with features like Low Rolling Resistance, low noise emission and superior wet traction, these EV Tyres offer a greener and environment friendly drive.

**Colored Tyre:** One of the most attractive and eye-catching product from the JK Tyre stable, these coloured tyres are for the auto freaks who do not think conventional. These colored tyres are made from specially formulated colored rubber compound and is available for Cars and Two Wheelers.

**Fuel Saver Tyre:** The next generation of fuel-efficient tyres-the XF series, is built on the cutting edge advanced JETOCT technology, which helps improve tyre efficiency by saving up to 8% fuel in comparison to normal radial tyres.

**Tubeless Radials:** Designed to meet the emerging needs of the Indian fleets, these next generation of Tubeless Radial Tyres for Trucks and Buses are developed with new silica compound, which provides longer life, fuel savings and lower cost of operations.

With these industry first moves to deliver advanced mobility solutions to both commercial and passenger vehicle owners, JK Tyre reiterates its commitment to innovation and aims to further consolidates its position in the Indian automotive market.

### **About JK Tyre & Industries Ltd.**

The flagship company of JK Organisation, JK Tyre & Industries Ltd is one of India's foremost tyre manufacturers and is also amongst the top 25 manufacturers in the world.

For the past four decades, JK Tyre has been at the forefront in driving innovation and excellence in the tyre industry through introduction of ground-breaking technologies and products that cater to diverse business segments in the automobile industry. Pioneers of radial technology, the Company produced the first radial tyre in 1977 and is currently the market leader in Truck Bus Radial segment. In 2019, the Company achieved



a remarkable feat by entering the coveted Limca Book of Records with the country's largest off-the-road tyre - VEM 045.

The Company provides end-to-end solutions across segments of passenger vehicles, commercial vehicles, farming, Off-the-Road and two & three-wheelers.

JK Tyre's unwavering commitment towards innovation is reflected through the concerted efforts at its state-of-the-art global research and technology centre – the Raghupati Singhanian Centre of Excellence - in Mysore. The Centre houses some of the world's finest technologies and techniques, thereby, adding to the larger efforts of the Company to put India on the global innovation map. The Hari Shankar Singhanian Elastomer and Tyre Research Institute (HASETRI) - which fulfils need for globally competitive technologies for tyres and polymers and the JK Tyre Tech Centre, a hub for new product development catering to current and emerging needs of customers.

JK Tyre launched India's first ever 'Smart Tyre' technology-and introduced Tyre Pressure Monitoring Systems (TPMS) by offering TREEL Sensors, which monitors the tyre's vital statistics, including pressure and temperature.

A global force, JK Tyre is present in 105 countries with over 180 Global distributors. The Company has 12 globally-benchmarked 'sustainable' manufacturing facilities - 9 in India and 3 in Mexico – that collectively produce around 35 million tyres annually. The Company also has a strong network of over 4000 dealers and 500+ dedicated Brand shops called as Steel Wheels and Xpress Wheels.

JK Tyre is also synonymous with motorsport in the country. For over three decades, the Company has relentlessly worked towards shaping India's positioning as the motorsport hub of Asia, developing the right infrastructure for the sport and promoting young talent in the arena.

It is the only Indian tyre manufacturer to be included in the list of Superbrands India in 2019 for the seventh consecutive year. Additionally, JK Tyre was featured among India's Best Companies to Work For in 2019 by Great Place to Work®. JK Tyre recently was awarded the most coveted Safety award in the world -the Sword of Honour for Safety across its plants by the British Safety Council, UK.



