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INFINITY WORLD



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**Infinity**<sup>®</sup>



**A World  
of possibilities...**



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**INFINITY  
WORLD**

Edition 3

**Infinity**<sup>®</sup>

Welcome to Infinity World

**ALL TOGETHER NOW!!**



Partners Day 2010, Full Report on Pages 4-5

**ALSO INSIDE...**

...Infinite Investment  
...Highly Recommended  
...It's Your World  
...Stories, Shows and  
Sponsorship

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Stand 229.

# INVESTING FOR THE FUTURE

The full portfolio of Infinity tyres is manufactured by the third largest tyre manufacturer in China, and the sixteenth largest tyre manufacturer in the world.

A number of recent appointments have demonstrated our desire to dramatically increase the technical prowess and capability behind the

Infinity brand.

Last year the company employed 50 per cent more technicians than the previous year. In 2010 the plan is to take on 50 per cent more technicians again. Two notable appointments include Dr Xunmao Xia, who has taken over as Vice-Director of the R&D centre.

At the recent Infinity Partners event held in Bangkok, the president, Mr. Wang Feng also outlined a number of exciting R&D initiatives, including plans to invest \$200 million in the construction of a "world class" proving ground.

The new facility will be a "First class proving ground in terms of size and quality," he explained.

The recent R&D investments are also designed to prepare the company for the challenges associated with the forthcoming European labeling legislation. In Bangkok, Dr Xunmao explained that the manufacturer has been distributing REACH compliant PAH oil free tyres since September 2009, several months ahead of the January 2010 deadline. The development of a specialised sound laboratory was specifically intended to meet the recently introduced European S-mark legislation.



**Xunmao Xia**

25 years in the tyre industry  
PhD in vehicle dynamics at  
Clemson University, USA  
US postings for Goodyear and  
General Tire



**Joo Sangyeol**

20 years in the tyre industry  
South Korean  
Previously held high-ranking  
positions at Hankook Tire  
Joins as Chief Technical Advisor  
(Research and Development)

## New Infinity Tyre Portfolio

Alongside new trade press advertising and a new web site, Infinity has now produced a comprehensive, new and updated Tyre Portfolio. Produced in 5 languages, this publication gives full features and benefits and technical specification of all of the tyres within the Infinity range.

If you would like copies of the Portfolio, please contact your local Infinity representative.



# HIGHLY RECOMMENDED

Infinity tyres continue to grow in reputation – amongst our staff, our distributors, their dealers and the end user. Here are some news items related to the quality and durability of the Infinity tyre brand.

## ...Mixing it in Abu Dhabi

All change! Having previously been using Firestone / Bridgestone tyres, one of leading ready-mix companies in Abu Dhabi – Quickmix Beton – has changed its entire fleet over to an exclusively Infinity tyre package.

With an average run rate of 150 tyres per month, the overall satisfaction rate has been impressive - the sizes and patterns

of Infinity being used are 1200R24 20 PR A703, 315/80R22.5 LLF02/LLF06 and 1200R20 LLA08.

Workshop Manager Mr. Ibrahim El Demiery commented: "We are delighted with the impressive performance of Infinity tyres across all our vehicles and would recommend them instantly".



## General Motors Approves Infinity in Nigeria

Our office in Nigeria recently received acclamation and praise from one of the automotive industry's true giants.

General Motors of Nigeria wrote to us to say "Thank You" and "Well Done" related to the performance and durability of Infinity tyres.



## Infinity Miles Ahead in Saudi Arabia...



In a test of endurance in the kingdom of Saudi Arabia, Infinity has yet again proved itself and has again scored highly for its product superiority.

Naqel Hala - one of Saudi's top express cargo operators with a fleet strength of 900 vehicles, was selected for a test fitment on trailers with Infinity 385/65R22.5 A 18 super single tyres. During initial discussions, the customer expressed concern that his current cost per km with Michelin was high in comparison to other manufacturers used over the last 20 years.

It was decided to fit 12 Infinity tyres as an initial trial fitment on two trailers to compare against Michelin on a demanding 2900km, 34-hour transportation trip. The test was carried out in mid April – at the height of Saudi summer with temperatures hovering over 45 degrees Celsius. The astonishing results put the Infinity Cost per Kilometre (CPK) at \$0.0015 in comparison to Michelin at \$.0021. This translated into a 27% reduction in operating tyre costs.

As a consequence, Naqel Hala instigated a program of changing all their trailer fleet to Infinity – this testimonial is now becoming legendary throughout Saudi Arabia.

# INFINITY AND BEYOND!

**The second Infinity Partners Day, held in Bangkok between the 5th and 8th of March, attracted Infinity distributors from over 20 countries. In addition, the event was attended by representatives from Al Dobowi in Dubai and from the Linglong factory in China.**

The hotel accommodation was at the luxurious Grand Hyatt Erawan, situated in the heart of Bangkok.

The objective of the event was for global partners to come together and to exchange views, ideas and thoughts regarding recent Infinity activity and to plan ahead for the future.

There were several successful and fruitful one-to-one review meetings held over the course of the three days and the business element of the event culminated in a conference held on the final day.

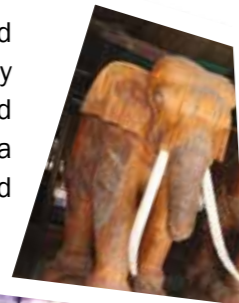
In the conference delegates heard several presentations given by Infinity, Al Dobowi, Linglong and 2112 Marketing personnel – a comprehensive question and

answer session concluded the conference.

Interspersed with the business elements were a number of delightful culinary and touring experiences including traditional Thai massages at the welcome dinner (to ease the travelling stiffness!), a visit to the Grand Palace, a trip on a floating market, an exclusive Jazz Brunch at the Four Seasons Hotel, a Chao Phraya River dinner cruise (exclusively

chartered and arranged by the Shangri-la Hotel) and an evening on the 63rd floor of the Dome at State Tower Alfresco – the world's highest Alfresco restaurant!

The event was a success for all attendees and the next Partners Day was announced by Surender Kandhari – it will be held in Beijing in 2012!



## THE PRESENTATIONS

The Infinity Team, led by Martin Lumb, outlined the range of the Infinity portfolio and emphasised the support available for distributors within their local markets.

Richard Nicholson of agency 2112 Marketing presented both the recent marketing activity and future plans for development and marketing of the Infinity brand, the heightening of global awareness for Infinity and the specific marketing initiatives planned both internationally and nationally.

Harjeev Kandhari launched an updated, new version of the Infinity web site.

Dr Xunmao Xia outlined the developments at the factory (see previous article on page 3).

Simona Falorni of Intergomma presented an overview of Infinity in Italy – Intergomma have been an Infinity distributor for just over 2 years and Simona summarised the rapid progress and market share earned by Infinity in a very busy and exciting 24 months.

# STORIES, SHOWS AND SPONSORSHIP

## One that escaped us...

Just to complete the 2009 Show story, we would like to include the Maskin Expo, held for three days near Stockholm in Sweden. The Barkarby Airfield played host to a major machine trade fair in May, and Infinity tyres were prominent within the Trelleborg stand.



## Daly goes faster on Infinity

Eamon Daly, owner of the Republic of Ireland's Infinity distributor, Daly Tyres, has always been a keen and competitive rally driver. This year, Infinity has been sponsoring Eamon and his first race was the Kerry stage of the Circuit of Munster.

Eamon explained further - "We have completed the Kerry single stages rally on 11th April. As a result, we got a TV interview with a big emphasis on the Infinity sign on the side of the car. I actually asked the camera man to get the full signage included! This goes out on a number of cable channels including 'Dave', 'Setanta' and 'Motors TV'. Further to this we had an in car camera displaying an Infinity banner which gets on "You

Tube" and other forums. And finally, the local press and magazines gets a picture of the car with a caption 'Infinity sponsors Evo". Everybody from Infinity wishes Eamon and his team all the best for the remainder of the 2010 season.



## Infinity delivers...to Fedex!!

When Elbert Loubser (Senior Application Solutions Architect, Fedex Europe, Middle East & Africa) was in desperate need for a replacement INF-049 winter tyre and could find no one in the UK with this tyre (and size) in stock, he was distraught - and contacted Infinity via the contact section of the web site.



Clive Mansfield, Sales Manager, West Europe for Infinity searched across the continent and found a stock of two ideal tyre matches - at our Italian distributor, Intergomma in Pisa! With their assistance, Clive

arranged for a tyre to be shipped to Elbert, who had it fitted locally. Are there no lengths Infinity will go to maintain high levels of customer satisfaction!!

## Pocklington Town sponsorship - the Juniors!



The Infinity-sponsored U9 Pocklington Town team recently concluded a successful 2009-2010 season, winning over half of their league games and reaching the semi-final of the local cup competition. The team is already looking forward to being the Infinity-sponsored U10 team when the new season kicks off in September.

## Infinity tyres on a Bulgarian Skoda Club forum web page!

Some people have the weirdest ideas!

This comment was posted on a forum regarding Infinity:

*The company has a website. The representative office is in England. The company itself was founded by commission of Arabian sheikhs. A lot of the trading licences of well known companies were purchased in order to make as better tyres as possible for personal use only, and in time they were expanded.*

*I honestly don't see any link with the Chinese tyres you are talking about and why do you compare them in the first place!?*

## On Your Bike!

To support the growing brand awareness of Infinity in Europe, Infinity has decided to sponsor a cycling team for the Salzkammergut Trophy.

With a drop out rate up to 50% this course is even daunting for such die-hards like Gerrit Glomser, Wolfgang Fasching, Stefan Danowski or Tinker Juarez. Besides great physical shape, it demands huge technical skills.

We have registered Team Infinity and they will be wearing our new Infinity cycling jersey!



# INFINITY WORLD GETS BIGGER AND BIGGER!

## Infinity sponsors World Baisakhi Night

Infinity was the main sponsor of the World Baisakhi Night 2010 in Dubai organised by the World Punjabi Organisation. Baisakhi is a Punjabi harvest festival celebrated all over the world. The Punjabi community are leaders in the transport industry in the UAE and India so there was a natural association for Infinity. The festival performances were broadcast to an audience of over 30 million



## Going East!

Infinity tyres are expanding and growing globally. Infinity tyres are now being promoted and sold throughout Russia. The promotional activities include billboard hoardings and trade press advertising.

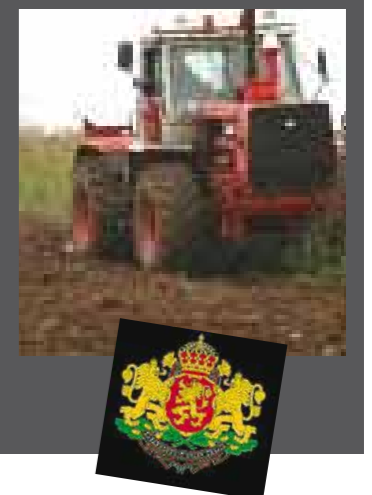


## Full of Middle Eastern Promise...



## Bulgarian Tender Win

Our Distributor in Bulgaria (KAMP Consulting) recently won a Governmental tender in Bulgaria to supply Infinity tyres for the vehicles within the Agricultural Department. The selection rationale was based upon both product quality and price. The government officers looked at tyre performance indicators, durability, claim rates, complaints records and service facilities. The award to KAMP represents a major breakthrough - and represents a substantial opportunity to expand the Infinity business within the public sector and government procurement tenders within Bulgaria.



# ...AND BIGGER!

## New in Ukraine

Not only is there a new President and a new government, but in addition Ukraine now has a new Infinity distributor. Based in Uzhgorod, Max-Drive Limited is a well-established family-run business with 14 employees and with a dealer network covering all of Ukraine.

The owner, Robert Shtafira, commented – “We offer our network a hand-picked selection of reputable brands – Nokian, Bridgestone, Kumho, Michelin – across the passenger car, truck and 4x4 sectors – we are delighted to add Infinity tyres to our range and look forward to a prosperous long-term relationship.”



**SOUTH AFRICA SPECIAL!**

## Tyrexpo Africa



At the recent trade show in Johannesburg, Infinity had a very successful event attracting many visitors to the stand and generating many new prospects – the stand itself was awarded the Platinum Award for the best stand in the show. The Infinity Girls generated lots of interest too (see them again in Essen during Reifen 2010)!!

## Testimonials

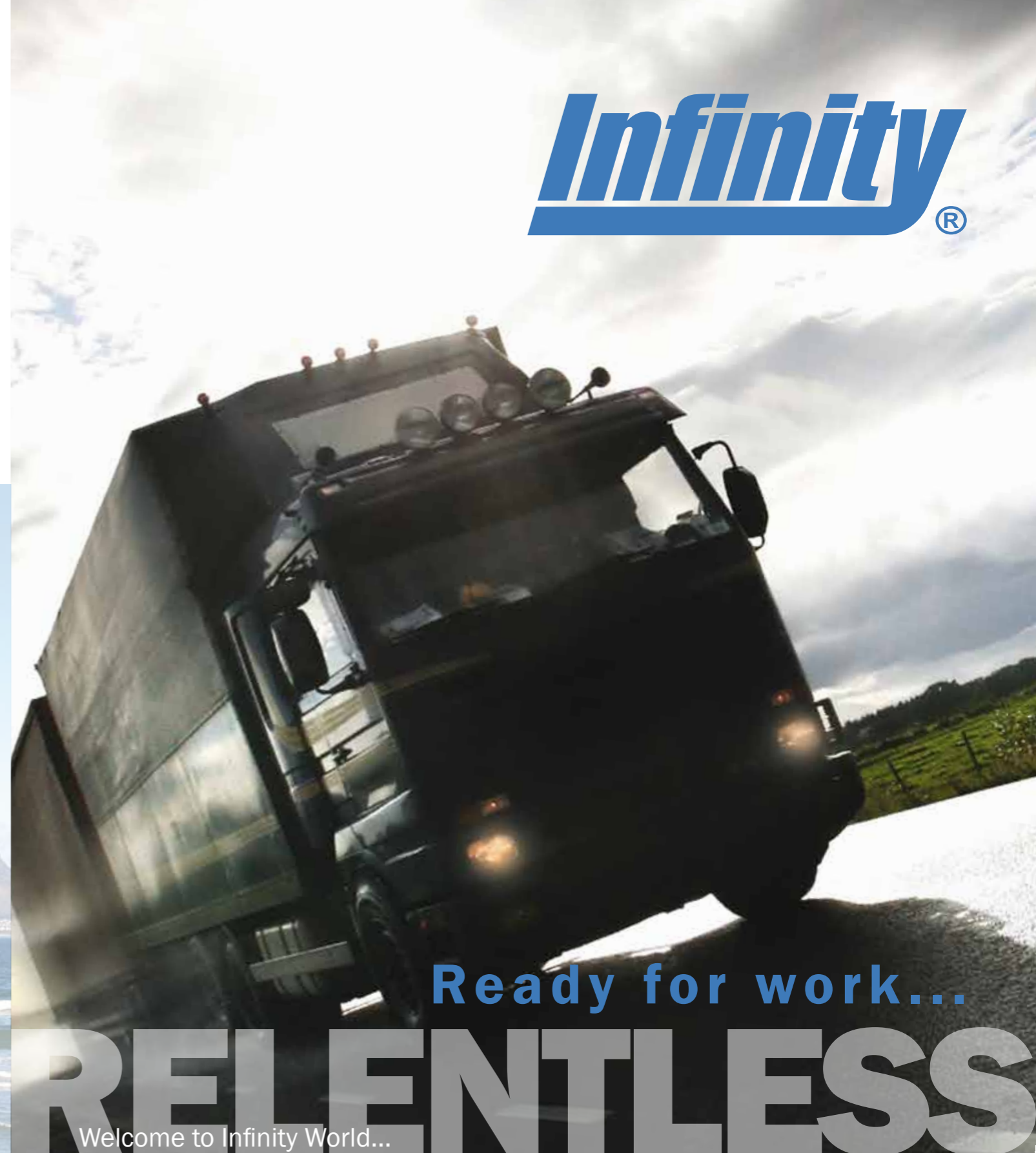
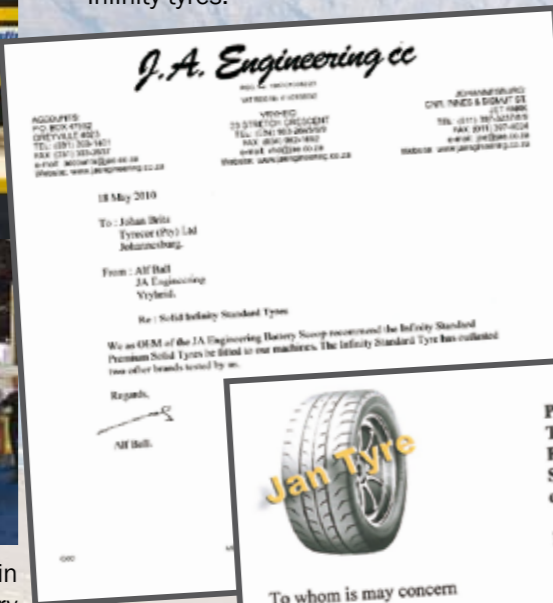
In South Africa, Infinity tyres are receiving a large number of recommendations and acclamations for the performance, quality and durability (and retreadability) of their tyres. Testimony to this are two recent letters received – JE have officially approved Infinity Industrial tyres as their Own Equipment fitment. In addition, Jan Tyres wrote to us expressing their delight that many of their Infinity tyres were retreaded two – and sometime, three – times. This example operationally supports the Bandag retread accreditation for Infinity tyres.

## Knowledge is Power!

A group of Infinity personnel from South Africa recently visited the Infinity factory in China to acquire more knowledge, information and insight into the research, testing and production of Infinity tyres.



Viewed essentially as a fact finding mission, the objective was to gain a greater insight into the quality systems and manufacturing processes – Charl de Villiers, Managing Director, Infinity (South Africa) commented – “this was a very worthwhile exercise for all concerned – we all learnt a lot and exchanged some useful information and ideas.”



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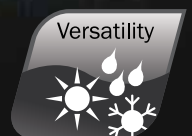
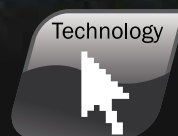


APPROVED  
RETREADABILITY



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DEPENDABILITY  
SAFETY



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