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### INFINITY TYRES

**Infinity Tyres meet growing demand for tyres in Africa and emerge as popular choice for African customers. Agents Wanted in Africa...**

Infinity Tyres have been gaining popularity in the African markets and have emerged as one of the most popular tyre brands in many African countries. The tyres are marketed by Al Dobowi Tyre Company (LLC), a leading supplier of automobile-related products. As one of the largest suppliers of tyres, batteries and lubricant oils, Al Dobowi Company has been at the forefront of supplying these products to the local, regional and international markets. Established in 1976, Al Dobowi Tyre Company has established an excellent reputation in its field and is known for providing quality products at competitive prices. The company is the authorised distributor for many prestigious internationally-acclaimed brands of automotive products. In addition to being the authorised distributor for top international brand names, Al Dobowi has a highly advanced tyre retreading plant in the prestigious Jebel Ali Free Zone. This high-tech plant provides state-of-the-art facilities for truck and OTR tyre retreading and rubber moulding and employs the superior Bandag technology, leaders in the field of cold process retreading.



**Infinity** TYRES

Infinity Tyres come in a full range for various uses and applications and are available in more than hundred patterns and sizes to meet the varying demands of its wide customer base. Available in four continents and over 30 countries, Infinity Tyres have been specially popular in many African countries due to their long life and low prices. In

a bid to further expand its reach in the African markets, Infinity Tyres is now looking to form strategic alliances in key African markets and is on the lookout for new agents and distributors in African countries to market Infinity Tyres.

Infinity Tyres are made using the latest technology and have gained popularity in emerging markets in Africa due to their competitive pricing and high performance. Infinity Tyres are available for a full range that includes:

- Passenger Tyres
- Light Truck Tyres
- Truck and Bus Tyres
- OTR (Off-The-Road) Tyres
- Agricultural Tyres
- Industrial Tyres

By providing such a comprehensive range available in more than 100 patterns and sizes, Infinity Tyres meet the needs of a wide range of customers.

"By appointing new agents and distributors in key African countries, we aim to further increase our market share in the African continent," says Surender S. Kandhari, chairman of Al Dobowi Group of Companies. "Consequently, we are not only looking for customers but also agents and distributors in Africa to market Infinity Tyres in their countries," he says.

Al Dobowi Tyre Company is closely associated with world-class tyre brands like **Hankook Tyres, General Tyres, Semperit, Ceat, Lassa, Riken and Federal**, to name a few. Battery brands like Yuasa from Japan and Hankook from Korea also grace the company's comprehensive product range. As an authorised distributor, Al Dobowi also markets Caltex motor oils to its wide customer base. In addition to this, Al Dobowi also sells the reputed Bajaj Motorcycles from its head office in Dubai. Known for their good looks and reliable and troublefree performance, **Bajaj Motorcycles** have captured a sizable share of the international market. Bajaj Motorcycles have been particularly popular in several African countries because of their low maintenance costs, fuel efficiency, good looks and their rugged performance.

### Infinity Tyres Nigeria

Infinity Tyres Nigeria has been servicing Group clients for nearly three decades in West Africa. In that time not only has Infinity Tyres gained vast knowledge of effective customer service but it also boasts some of the world's leading original fitment tyre brands.



Infinity is the only major tyre player in Nigeria to offer the Total Tyre Management System ("TTMS") to its fleet clients. The company's fleet

programmes include a package offered to selected fleets whereby it assists in maximizing tyre usage in the fleet and thereby reduce total tyre operational cost. Infinity Tyres Nigeria also conducts fleet studies on selected transport fleet customers and offers on-time advice to assist customers to save on downtime and tyre headaches. Infinity Tyres Nigeria is also the first company to have a service truck to service clients in Nigeria. The company is also the only tyre company in West Africa to offer the two life concept to its clients - both new and retread under one roof. Training end user customer's personnel also plays an important role for Infinity and it regularly conducts training sessions for its customers. Infinity training programs consist of training modules for all levels of tyre personnel from basic knowledge to more advanced courses on all aspects of tyre technology and maintenance. Infinity Tyres Nigeria sales staff are

highly trained and skilled to give advice on all aspects of tyre safety and applications as required by customers.

Infinity is the sole exclusive distributor for the full range of **Pirelli** and **Ceat Tyres** in Nigeria. It is also the exclusive distributor for **Chao Yang And Westlake Tyres**. It is also the exclusive distributor for **Exide Batteries** in Nigeria.

### **TyrePlus Industries Limited**

The Al Dobowi Group is committed to remain at the forefront of the tyre management industry. To this end the Group established Tyreplus Industries Limited the most technologically advanced retreading facility in Nigeria. In order to maintain the high standard of quality and service synonymous with the Al Dobowi name, the Group partnered with the world's leading retreader, Bandag, to ensure the Group benefits first from technological innovations. Al Dobowi Group also places high emphasis on safety first, profits second. For example, Tyreplus Industries is the only retreading facility in Nigeria which scans, via computer, each tyre both before and after retreading.

### **Infinity Tyres Ghana Limited**

To service needs of our clients in Ghana the Al Dobowi Group decided to open Infinity Tyres Ghana Limited. Infinity Tyres Ghana Limited is the exclusive agent for the full range of Pirelli and Ceat Tyres in Ghana. Infinity Ghana is also the exclusive agent for Exide Batteries in Ghana.

Infinity Tyres Ghana Limited provides a full tyre management service to all its fleet accounts and has the most technologically advanced service centres to serve its retail clients.

With such a comprehensive product range and such a loyal customer base, it was only a matter of natural progression for Al Dobowi to be associated with Exide Corporation of the United States in establishing the Exide Al Dobowi battery manufacturing plant in the Jebel Ali Free Zone. One of the best battery manufacturing plants of its kind in the Middle East, the Exide Al Dobowi Battery Plant has been instrumental in meeting the the rising demand for automotive batteries in the regional markets of the Middle East. As a stake holder in the Exide Al Dobowi Battery Plant, the company is able to provide excellent quality products at rock bottom prices.



A worldwide distribution and sales network has enabled the company to capture a sizable share of the international markets. With branch offices in Sharjah, Abu Dhabi and Dubai, Al Dobowi Tyre company has been able to service its clients with consummate ease and efficiency.

"Our success can be attributed to our underlying philosophy of providing quality products at competitive prices," says Umesh Davera, General Manager, Sales and Marketing for Infinity Tyres.

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