APOLLO VREDESTEIN APPOINTS NEW PR AGENCY IN THE UK

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Apollo Vredestein B.V. has appointed AV PR to handle UK public relations and promotional activities across its wide range of premium quality tyres.

With a history spanning over 100 years, Dutch brand Vredestein has made its mark in two and four-wheel vehicle, agricultural and industrial applications; since 2009, it has been part of India-based Apollo Tyres and changed its name to Apollo Vredestein.

The company develops high-end, technological products for a global market, with more than 300 engineers working in its two R&D centres, Enschede (Netherlands) and Chennai (India). The latter focuses its activities on the development of truck, construction and agricultural applications; the former concentrates on passenger car tyres and adaptive spoiler systems.

In its pursuit of design excellence, Apollo Vredestein has also developed a long-term relationship with Italian automotive designer Giugiaro, and is keen to share its vision with design-conscious, forward-thinking companies and end-users. Over six million summer, winter and all-season tyres are manufactured in the Netherlands every year. Export activities are global and specifically strong in Europe as well as the Asian and Middle East markets.

AV PR's brief is to facilitate good relations across print, broadcast and online media, as well as support social media and website content creation.

Apollo Vredestein MD Thomas Koerpert said: "With a successful track record managing other markets, as soon as the UK was added to my portfolio, I set about identifying a key communication agency that would be a 'good fit' with our company ethos, and help us nurture our relationships with the media and the public. We're proud to have AV PR on board as our appointed PR partner in this area."

AV PR Director Angie Voluti said: "We are very enthusiastic about managing communications for Apollo Vredestein, given the company's significant history and its impressive range of tyres, especially as they cater for classic as well as modern cars. There is no doubt that Apollo Vredestein B.V. is a prestigious addition to our client portfolio, one that we intend to have everyone talking about."

Visit www.apollovredestein.co.uk for information.
Twitter handles: @vredestein and @apollotyres
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