**Vredestein Ultrac summer tyres selected by BMW Group for all-new X1 compact SUV**

**27 February 2023**: Apollo Tyres’ Vredestein Ultrac summer tyre has been chosen by BMW Group as original equipment (OE) for the all-new BMW X1 sports utility vehicle.

Produced at Apollo Tyres’ Gyöngyöshalász plant in Hungary, the Vredestein Ultrac tyre chosen by the BMW Group will be supplied in 205/65 R17 100Y XL size, marked with a star symbol on the sidewall to indicate that it is a bespoke variant specially commissioned by the automaker. The tyres will be delivered directly to BMW’s production facility in Regensburg, Germany.

The new OE supply arrangement for the X1 builds upon another agreement between the two companies announced earlier in the year, when the BMW Group selected Apollo Tyres’ Vredestein Ultrac tyres as standard fit for its latest BMW 2 Series Active Tourer.

The bespoke version of the award-winning Ultrac has been developed by Apollo Tyres in close collaboration with BMW Group to complement the X1’s assured and engaging handling, while also maximising the vehicle’s fuel efficiency by delivering low levels of rolling resistance.

Apollo Tyres and the BMW Group will make the Ultrac tyres available on the replacement market and at BMW franchised dealers, to ensure long-term support for BMW X1 customers.

“Product quality, technical collaboration and the assurance of consistent supply are all critical for this kind of OE agreement,” comments Benoit Rivallant, President and CEO at Apollo Tyres Europe. “Our highly capable European R&D team are helping us secure a growing number of new OE agreements, showcasing how the premium-quality attributes of Vredestein products can be further developed for specific applications.

“One of the reasons we are so proud to secure our second OE deal with the BMW Group is because it underlines how Vredestein products are chosen by those who appreciate rewarding driving dynamics as well as great efficiency.”

**Ultrac’s award-winning performance**

The latest Ultrac tyre range achieves a 15% improvement in dry and wet handling over its acclaimed predecessor. This is the result of an enhanced tyre cavity with a squarer footprint, stiffer tread pattern, and centre rib with parabolic lateral grooves, which combine to enhance steering response and precision for a safe and dynamic driving experience. Additionally, the tyre’s 5% improvement in rolling resistance boosts fuel efficiency and lowers CO2 emissions.

Compared to its predecessor, the Ultrac also features a 50% increase in unique, traction-enhancing silica and resin compounds to achieve 10% better braking on dry and wet surfaces. Shock absorption and noise mitigation is enhanced by the reduced apex height, optimised sidewall construction and increased flex zone. In addition, the pitch sequence of the tyre has been optimised for different tyre diameters to increase acoustic comfort.

For more information, please visit: <https://www.vredestein.co.uk/>

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**About Apollo Tyres Ltd**

Apollo Tyres Ltd is an international tyre manufacturer and the leading tyre brand in India. The company has 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.