



Voyager

ZENISES

Issue 2 - October 2015

**GATEWAY
TO INDIA**

**VOYAGER VISITS-
TIM HERCOCK**

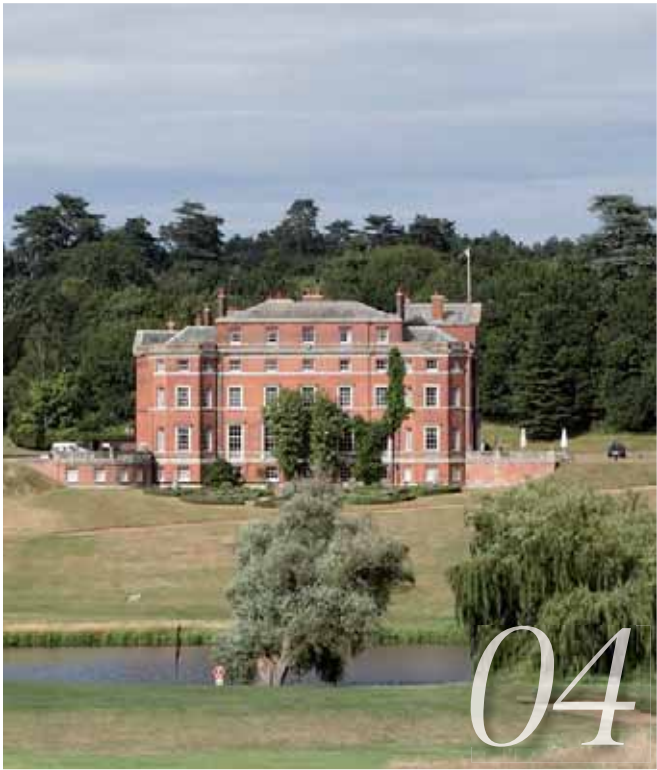
**A VOYAGE
THROUGH
LA RIOJA**

**NTDA ZENISES
GOLF 2015**

**KOH SAMUI -
ESCAPE TO
PARADISE**

**VOYAGER
VIEWS-
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ZENISES AT AUTOPROMOTEC- WESTLAKE IS VAN-TASTIC!



"LIFE'S A JOURNEY, NOT A DESTINATION"

Welcome once again to Zenises Voyager

As Autumn colours fill the landscape and daylight hours noticeably fade, we can start to reminisce on the places we visited in 2015. As you browse this latest edition of Zenises Voyager, you can read about some of the destinations our team discovered – such as the exotic island of Koh Samui, the luscious wine region of Spain's La Rioja and the spectacular landscapes of South Africa. We want to share these great memories with you hoping that you also had the opportunity to seek new experiences and adventures in 2015. If not, it's time to plan for 2016!

But we also know that the pace of business does not relent. 2015 is proving a turbulent year for the global economy and the tyre industry isn't immune to these effects. In this edition, we've included a couple of insightful articles highlighting two current themes in our industry – the environmental impact of economic development and online tyre selling.

Zenises has also been busy on the road over recent months. In May we attended Autopromotec at the Fiera Bologna, in June we exhibited at Porto's expoMecânica and in July we joined with UK's tyre trade organisation to host the fifth NTDA Zenises Golf Day at Bocket Hall near London. The timing of this latest edition of Zenises Voyager coincides with the re-launch of the NTDA National Tyre Conference in Birmingham – sponsored by Zenises. Again, we want to demonstrate our commitment to the development of understanding in the tyre industry by helping bring together delegates from UK and beyond to gain greater awareness and knowledge of our industry. We'll also be hosting the drinks reception for the NTDA dinner and Tyre Industry Awards 2015, as well as sponsoring two of the individual presentations.

So join us in Birmingham or, if not, come with us on a journey through these pages where we hope to inform, delight and inspire you.

Zenises Voyager
Issue 2 - Oct. 2015



If you would like to know more about the tyres in our portfolio, or have any comments or questions about anything in Zenises Voyager, we'd love to hear from you so please contact us at:

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// *We travel not to "get away" from our life but to make sure that our life does not "get away" from us.*

Harjeev Kandhari.

NTDA ZENISES GOLF DAY

NTDA



Brocket Hall, a picturesque setting... benefiting from some lovely English summer conditions.

The annual NTDA Golf Day (sponsored by Zenises) returned in July to complete a hat-trick of appearances at the world-class Brocket Hall venue. In such a picturesque setting, and again benefiting from some lovely English summer conditions, NTDA members and guests returned some impressive scorecards to compete for a number of trophies on offer.

The day's overall winner and recipient of the Zenises Cup and Black Blazer was Steve Bradshaw from Stapleton's Tyre Services. Other main winners included Martin Rowlands (former NTDA National Chairman) who was the day's top scoring NTDA member, and so winning the Stanley Gorrill Memorial Trophy, and Gary Oliver of Grouptyre who collected the Les Amiss Bowl.

With 81 members out on the golf course and over 100 joining together for the evening's dinner and entertainment, 2015 saw record numbers of participants for the NTDA Zenises Golf Day. The evening's host was renowned sports presenter, Steve Rider, who entertained the crowd with a number of





sporting stories and golf anecdotes from his years' of hosting TV broadcasts from events such as the Open, the Masters and Ryder Cup. Zenises was proud to help raise nearly a thousand Pounds for BEN, (the automotive industry charity) and even donated a specially curated set of pearls from a renowned jeweler in India.

Mr. Harjeev Kandhari, CEO of Zenises commented: "We've been associated with the NTDA Golf Day now for five years and value our role in helping grow this event and bring together the UK tyre industry for a fun time at one of the country's leading golfing venues. It's a real privilege to support

It's a real privilege to support the NTDA and its members

the NTDA and its members, to meet up with old friends and to help also support BEN which is a charity that is close to all our hearts".

CLASSIFICATION

THE DAY'S WINNERS

Overall winner / recipient of the Zenises Cup

Steve Bradshaw
Stapleton's Tyre Services Ltd.

Stanley Gorrill Memorial Trophy

Martin Rowlands
former NTDA National Chairman

Les Amiss Bowl

Gary Oliver
Grouptyre





VAN-TASTIC!

With the continuing growth of internet shopping and home delivery, there's more vans and small commercial vehicles on the road than ever before. And these drivers need tyres to perform – day in, day out – on all types of roads in all weather conditions.

That's why we've worked hard in developing a complete range of Westlake van tyres. With every important size

covered, in a variety of applications (there's even a winter van tyre with a wide range of 18 sizes), Westlake delivers.

Building on a growing reputation in commercial tyres as the third largest global producer (with approximately 15 million truck tyres produced in 2015), you can be sure that Westlake delivers on quality and on price. Read on to discover more on what we have to offer.

SC 328

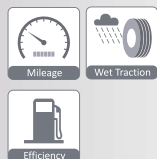
Four wide ribs improve mileage and tread life.

Zig-zag grooves offer enhanced traction on wet surfaces.

Combination construction of polyester casing and steel belts provide outstanding durability.



M+S	
RIM SIZE	14 - 16
SERIES	65 - 75
SPEED RATING	Q - T



M+S	
RIM SIZE	12 - 14
SERIES	70 - 80
SPEED RATING	Q - S



SL 305

Special design for minivans and compact vehicles.

Combination construction of polyester casing and steel belts provide outstanding durability.

Long tread life provides remarkable value.



H 170

Wide tread width and high-density pattern design provides improved grip and traction.

Abrasion-resistant tread pattern designed to provide higher mileage.



M+S	
RIM SIZE	14 - 16
SERIES	75 - 80
SPEED RATING	Q



M+S	
RIM SIZE	14 - 16
SERIES	60 - 70
SPEED RATING	Q - T



SC 301

Double-ply casing construction handles heavy loads with superior durability.

Heavy-duty steel belt plies deliver handling stability and puncture resistance.

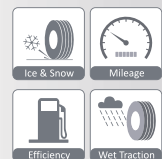
Tightly siped pattern creates self-supporting independent tread blocks for even tread wear.

SW 612

All-round winter performance for vans and other commercial vehicles.

Remarkable safety through excellent grip, handling and traction in snow, mud and wet surfaces.

Comfortable ride and precise handling with long tread life.



M+S	
RIM SIZE	12 - 16
SERIES	60 - 75
SPEED RATING	N - T

FLEETS ENDORSE WESTLAKE TRUCK TYRES



Zenises is committed to growing fleet business through communicating the qualities of Westlake truck and van tyre range for commercial vehicles. One such example is the Apex Plant Group who are continuing to see the benefits of using Westlake Tyres, two years on from when U.K. distributor Vacu-Lug first began supplying them. Based in Cosby, Leicester, Apex Plant Group is one of the region's leading equipment rental and specialist haulage companies.



To date, Apex Plant Group is delighted with the performance of Westlake's tyres, and is continuing to see a positive result in terms of operating economy and efficiency. Westlake tyres are characterised by their unique pattern designs, which offer the operator optimal handling performance, increased durability and excellent ride comfort. The products are cost-effective, as well as being produced to high environmental standards.

Apex Plant's Managing Director, David Marriott, comments: "I am delighted with the consistent performance we have enjoyed since moving our fleet to a Westlake policy supported with Vaculug retread tyres. We have saved money whilst optimising the performance of our fleet and through improved tyre management".

Westlake tyres span a wide variety of application types and are available in 17.5", 19.5" and 22.5" rim diameters. They are suitable for drive, steer and trailer axles on light, medium and heavy commercial vehicles.



▲ Mr. Harjeev Kandhari presenting Mr. Ge Gourong with a memento of the event.

WESTLAKE OPENS NEW THAI FACTORY

Zhongce Rubber, parent company of the Westlake tyre brand, held a ceremonial opening on in June 2015 of its new tyre manufacturing factory based in Thailand.

Located in the Amata City Industrial Park in Rayong Province, near the port city of Pattaya, the factory will initially produce an annual capacity of 5 million car and light truck tyres. Chairman Shen Jinrong was there to host the ribbon-cutting event, accompanied by distributors and customers from across the world and Harjeev Kandhari flew in from London for the day to demonstrate Zenises' long-standing commitment and friendship to Westlake.

This brand new facility in Thailand reflects Westlake's strategy of "overseas production, overseas sales" as the company consolidates its position within the 'Top 10' of global tyre makers. With Thailand also accounting for 70% of the world's natural rubber production, it also makes strategic sense to locate tyre building facilities in this region to serve the world market.

Wish You Were Here? A Series of Luxury Travel Memories by the Zenises Team

LOST IN PARADISE

ESCAPE INTO ANOTHER WORLD.

BY JUAN ORELLANA, SALES MANAGER SPAIN & PORTUGAL.

Admittedly, the job of a manager in the tyre industry can be black, round and often repetitive, but it also has its upside. Especially if you work for Zenises. Even better if you enjoy travel to far-flung destinations and you can share this passion with your team and partners on occasions like this.....

Koh Samui is an hour's flight from Bangkok. Even the approach by air seems somehow from another world. Have we really arrived at an airport? Shortly before landing we saw water to the left and right and the glimpse of a huge golden Buddha through the small oval window. "Sawadee" ... a warm Thai welcome to island life.

The Conrad Hotel, where we stayed, overlooks the azure reefs from its unique location on a dramatic hillside. Some amazing vistas from cliffside reception area. "Fabulous". Without a doubt, it's one of the most unique and innovative resorts I've ever visited.

The Conrad blends luxury and technology with artistry and expertise. Named after the owner Conrad Hilton, all of its 80 free standing villas offer a private infinity pool and a breathtaking view over the Gulf of Thailand. The accommodation, built in the Thai style, are exquisitely furnished and decorated with unique artworks and artefacts. The

external appearance is dominated by the marble and wooden buildings, the azure reef and tropical vegetation and all blend seamlessly into the hillside scenery.

The hotel's gastronomic offer is also unique. As well as three distinct themed restaurant concepts on offer, if you are after something quite special, try a spontaneous barbeque party organised specially for you on the fine sands of the Aow Thai beach. We spent a warm tropical evening surrounded by live music, Thai food and cool drinks.

What would an island trip be without swimming and snorkelling in clear warm waters? The hotel provides a speedboat service which took us out to the local reefs where the sea became a snorkelling paradise. Diving just below the surface opened up an amazing underwater world of coral reefs teeming with all shapes and sizes of tropical fish.

Every journey must come to an end, but great memories and photos remain forever! We took one last breathtaking view of the resort from high up at the reception area and realised we had experienced something truly unforgettable. Once at the airport, the miniature train decorated with painted fish and turtles which took us to our plane also brought us back into the real world.



ZENISES STEPS UP A GEAR

AT ITALY'S AUTOPROMOTEC



Located in the beautiful city of Bologna, Autopromotec is now a fixture in the tyre industry calendar. And with an extensive range of eye-catching high performance tyres, what better place was there to show off Z Tyres new look?

A growing range of over 50 tyre dimensions will soon be accompanied by a line of the latest run-flat sizes, ensuring that Z offers the discerning motorist exceptional handling and driving performance but at a remarkably competitive price. Judging by comments from visitors across the



Z Tyre's arrival in Bologna certainly did not go unnoticed!



international tyre trade, Z's great looks and strong focus on the needs of the European market will certainly prove to be a winning combination.

When the talking stopped in the fiera (exhibition hall), Z Tyre re-energised its partners at a gala dinner event at the Grand Majestic, Bologna's finest hotel located in the heart of the old city.

With artistes flown in especially for the occasion to provide entertainment and great live music, Z Tyre's arrival in Bologna certainly did not go unnoticed!



◀ Zenises joined with Nick Zhou, International Sales Director, at a Westlake gala evening in Bologna.

TIM HERCOCK

Voyager talked with Tim Hercok, Managing Director of Vacu-Lug, one of the U.K.'s largest retreaders. Tim joined Vacu-Lug in 2003, bringing with him extensive experience gained in the automotive and consumer-goods manufacturing industries including three years working in the United States with the Sara Lee Group.



“One of the reasons we selected Westlake was the high quality of the casing design...”

Tim Hercok

Question- How important is retreading to the UK truck tyre industry?

Answer- Retreading remains an essential part of the UK truck tyre industry and nearly half of replacement tyres sold are retreads. All the major manufacturers design their new tyres to be retreaded and actively promote the benefits of a proper retread programme. Major fleets understand that a retread tyre, as part of a well-managed fleet, reduces operating costs as well as benefits the environment.

Q- What are the environmental benefits of a retreaded truck tyre?

A- The environmental benefits have been well documented; retreading a truck tyre saves 68 litres of oil compared with a new tyre and helps reduce CO₂ emissions enabling us all to promote sustainable development. It is particularly important at the moment that the casing is re-used rather than discarded after single use like many cheaply constructed imported tyres. This adds waste and is a drain on resources and the environment.



“It is essential for us that we choose new tyres that provide value for money and that are designed to be retreaded”



WESTLAKE'S NEW NETWORK

ZENISES TARGETS 100 DEALERS FOR IBERIAN WESTLAKE RETAIL NETWORK

As part of the brand's fast growing presence in the Iberian market, 2015 will see the launch of a Westlake affiliated garage network, aiming to support over 100 members over the next two years.

Q- How big is the retread truck market compared to new tyres?

A- Overall retread volumes have reduced over the last 2 years but are still around 650,000 units each year compared with around a million replacement new tyres.

Q- Vacu-Lug also sells new tyres - what criteria does Vacu-Lug look for in a new tyre brand?

A- It is essential for us that we choose new tyres that provide value for money and that are designed to be retreaded. Many of the new tyres we sell are used on our own managed fleets so they are carefully selected to perform well in their operating environment. One of the reasons we selected Westlake was the high quality of the casing design combined with a good product performance that provides excellent value for money in the mid-brand range.

Q- How does Vacu-Lug see the future for truck tyre sales in UK for 2016?

A- Commercial vehicle activity is increasing and this must lead to a greater demand for tyres. The competition is fierce with the main brands, new entrants and retreaders all fighting for business. It is important to continue to explain and promote the benefits of providing safe, good quality tyres that give the end-user the lowest operating costs. We have a wide range of new and retread products that enables us to achieve this.



The Westlake brand is already well positioned in Spain and Portugal with national coverage via selected distributors and it is through deeper co-operation with these established regional wholesale channels that the new retail network will be initially developed.

Zenises also revealed that the Spanish and Portuguese network development will be boosted by an expanded communication strategy, emphasising Westlake's growing brand recognition through publicity campaigns on TV, radio and car magazines.

Mr. Jorge Crespo, European General Manager for Zenises, commented that: "Zenises is all about adding value and our focus on developing this retail network is based on supporting our excellent recent growth. The Westlake brand has a strong narrative both in passenger and truck tyres and we are excited about now sharing our story with a wider retail audience".

Wish You Were Here? A Series of Luxury Travel Memories by the Zenises Team

GATEWAY TO INDIA! MUMBAI'S CHARM ABOUNDS.

BY BABU MATHEWS, HEAD OF ADMINISTRATION AT ZENISES.



The crowds and chaos of Mumbai can bewilder even the savviest of travellers but settle into its rhythms and you'll soon be won over. Mumbai is India at its most contradictory: aggressively modern, yet in parts verging on medieval, glamorous, yet rough-edged; dazzlingly cosmopolitan, yet quintessentially Indian!

There are many things to love about Bombay. One is simply the geographical names, like The Queen's Necklace and Elephanta Island, all with roots in the British Empire. Bombay itself has disputable origins. Is it a variation on the goddess Mumba? Or an Anglicisation of the Portuguese buan bahia ("good bay")? Whatever the answer, Hindu fundamentalists cast off the colonial moniker in 1996 and renamed the city Mumbai.

Mumbai roads are bustling with activity all the time. Even during night, one may find people on the road having a rollicking time. It is the city of dreams where thousands come in a day from different cities, states and villages to become something in life, to be successful. They have dreams in their eyes and hope in their hearts. Some are very ambitious and come here to make it big in the film town "Bollywood". The addiction to the pace of life and countless opportunities soon erode any plans of returning to their native place.

Mumbai is also known as the tinsel town of India. The city has a glamorous side to it. The B-Town (Bollywood). However, the real heroes are the so called middle class of Mumbai.

The city respects people for their hard work and sincerity irrespective of class, caste or status. Have you ever heard of "dabbawalas" giving speech to management students? It happens only in Mumbai. They give lectures on time management, as they are famous for delivering lunch boxes at the right time at different places and are never late. Their time management fables are so famous that they were even invited for Prince Charles' wedding & FEDEX calls upon them for regular Management Mantras.

The commercial capital of India, Mumbai comes as a surprise to visitors with its high rising structures, multi-millionaires driving down the roads, multinational business houses on the one hand and decaying old structures & slums in the form of Dharavi (the largest slum in the world) and the overcrowded surroundings on the other.

Mumbai, thus is the definition of Urban India. Not meant for people who love the calm and peace of the countryside, it is however the best place to visit if one believes in living life to the fullest!

ZTYRE GOES ONLINE

The brand new Z Tyre website (ztyre.com) is now live. Following extensive design with our German website building team, the new site is designed to engage with Z Tyre customers and keep everyone updated with the latest Z news and developments.



'We've taken a different approach to our online presence', commented Nigel Hampson, Head of Business Development at Zenises. 'Many sites tend to focus on technical data but with ztyre.com we tell our unique story and try to emotionally engage with our customers' lifestyle and aspirations'.

We hope you like what you see and rest assured that ztyre.com will continue to grow alongside other online communication channels to reach the widest possible audience. Plus you can now follow Z Tyre on Facebook and YouTube!

RUN FLAT RANGE

Z TYRE LAUNCHES NEW RUN FLAT PROGRAMME

At the Autopromotec Show in Bologna, we announced another expansion of the high performance Z tyre range.

On display was the new 245/45YR18 run flat tyre and the Z run-flat programme will comprise 16 dimensions ranging from the popular 195/55VR16 up to the latest 20 inch SUV fitments.

Commenting on the launch, Jorge Crespo, General Manager of Zenises, added: 'This is an important extension of our Z tyre range which demonstrates our resolve in creating a strong European-focussed programme. We are delighted that we can offer such a wide assortment of run-flat options and we will look to expand this programme as we continue to grow.'



... ON ONLINE SELLING.

A SPECIAL REPORT BY:
**DAVID
SHAW**



We all know there are hundreds of tyre makers in China. More than in the rest of the world put together, at last count. Most of them know only one way to compete – on price. I think most readers of this column are inundated with emails from strange-sounding Chinese companies offering tyres at prices that look simply too good to be true. Stories about groups of retail stores clubbing together to buy a container-load at ridiculously low prices are getting more common. Whether you are reading this in the UK, Germany, Spain, or anywhere else, you are not alone. That same sales technique is being repeated in every market in every corner of the world and for every type of tyre.

Second brands as bulwarks

Premium brands try to avoid competing on price, so Bridgestone is reinforcing its Firestone and Dayton brands as bulwarks against the importers. It is pitching the Firestone brand as 'Bridgestone Technology, but a bit cheaper'. Goodyear is doing the same with Kelly. Even Hankook has launched a second brand, Laufenn, to do the same thing – defend against low-priced imports. Last year, in Chengdu, China, Michelin's CEO Jean-Dominique Sénard told anyone who was prepared to listen that Michelin has entered the budget

brand segment and aims to present a similar argument to dealers.

As a dealer you have a range of options to present to the customers. You can offer a super-premium brand at €200 or more, or you can offer a mid-range brand at around €120, or a budget brand at €70 or so. In Summer tyres, the EU-mandated label tends to reinforce a decision to buy the cheapest tyre. And if the wholesalers are doing their job right, you can probably make a bit more profit on each budget tyre, compared with premium brands.

It's not a hard decision to steer the customer toward the budget tyre. Nor, in these budget-conscious times, is it a hard sell. Do the premium manufacturers like that? Of course not. Growing imports and variants on the above sales story are impacting their own sales volumes and margins. Besides, if they can cut the dealer out of the deal and control the selling process, then they stand to make more profit.

Going online

Close observers of the scene are not surprised by premium tyre makers' development of online sales channels. Tyre makers dress it up in fancy words like multi-channel options and Generation X purchasing patterns, but their aim is to drive the consumer toward their brands. That means reducing the power of the dealer to steer the consumer toward budget products. Goodyear has famously faced down its franchised and linked dealers in the United States by launching its own retail portal at goodyear.com.

Michelin has acquired two online sales portals in Europe – Blackcircles in the UK and a minority stake in Allopnus in France. In the U.S. Michelin has gone one step further by trialling a mobile fitment service (michelinonsite.com) which by-passes completely existing businesses who sell tyres. Bridgestone boasts about its

activities in Brazil where it claims to be the first tyre company to offer a full e-commerce platform and online store (loja.bridgestone.com.br) where consumers can buy tyres for cars, vans and SUVs.

In China, the dealership/wholesaler network barely exists, so the multinational tyre makers have been forced to develop new business models in that region. China has two specialised online tyre retailers: Tuhu and MaiLuntai. Some of the generalised shopping portals such as Amazon and the up-and-coming TQMall also sell tyres, but most tyre sales go through T-Mall.

Most of the premium tyre makers, including Bridgestone, Michelin, Goodyear, Continental and Yokohama have put their own mini shops on the T-Mall platform.

Michelin has gone one step further by launching its own portal for tyre purchase under the TyrePlus brand. This sells tyres under three Michelin-controlled brand names: Michelin, BF Goodrich and Warrior as well as lubricants, brake accessories and so on.

You can draw your own conclusions, but I think the premium brands are refining their online business models in different markets around the world; gaining access to big data by analysing the search patterns of thousands of consumers and learning about the most effective sales messages. I am in no doubt at all that they will bring that knowledge into Europe and other developed markets as soon as they can, with the aim reducing the power of the retail and wholesale community.

David Shaw is Chief Executive of Tire Industry Research and has followed the global tyre industry since 1989. His company has recently published an in-depth report on the tyre industry in China.

ChinaTireReport.com

ZENISES MOTORSPORT WOWS DRIFT CROWDS!



▼ Baggsy has been travelling all over the world in 2015.



After tasting glory at the King of Kings 2014 Superfinal, Steve 'Baggsy' Biagioni and the Zenises motorsport team have been wowing the crowds worldwide in 2015.

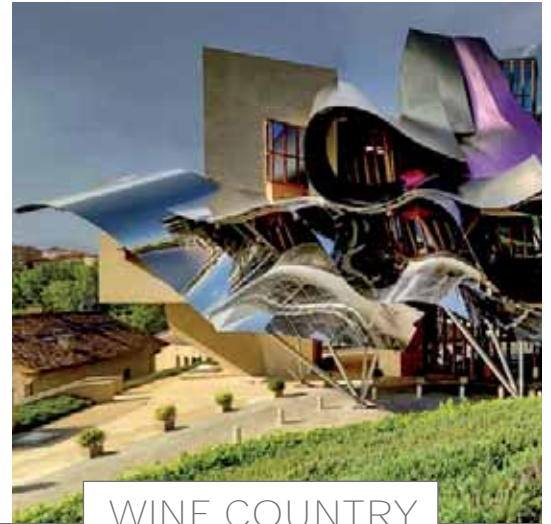
'Baggsy' and the Zenises motorsport team: thrilling the public throughout 2015

In addition to competing in the British Drift Championship, Baggsy and the team have been criss-crossing Europe at the King of Europe Series – already visiting France, Poland, Austria, Hungary as well as a recent event at Lydden Hill in the U.K. Future rounds in Spain and Slovakia complete an exhausting season as the Westlake RS Sport tyres have been pushed to the max.

But there's no time to catch breath as Baggsy has also been showing his drifting skills further afield. He's back to Japan (the home of drifting) where Baggsy has been demonstrating his awesome skills in front of huge crowds at the D1 GP exhibition in Osaka and other smoke-filled events.

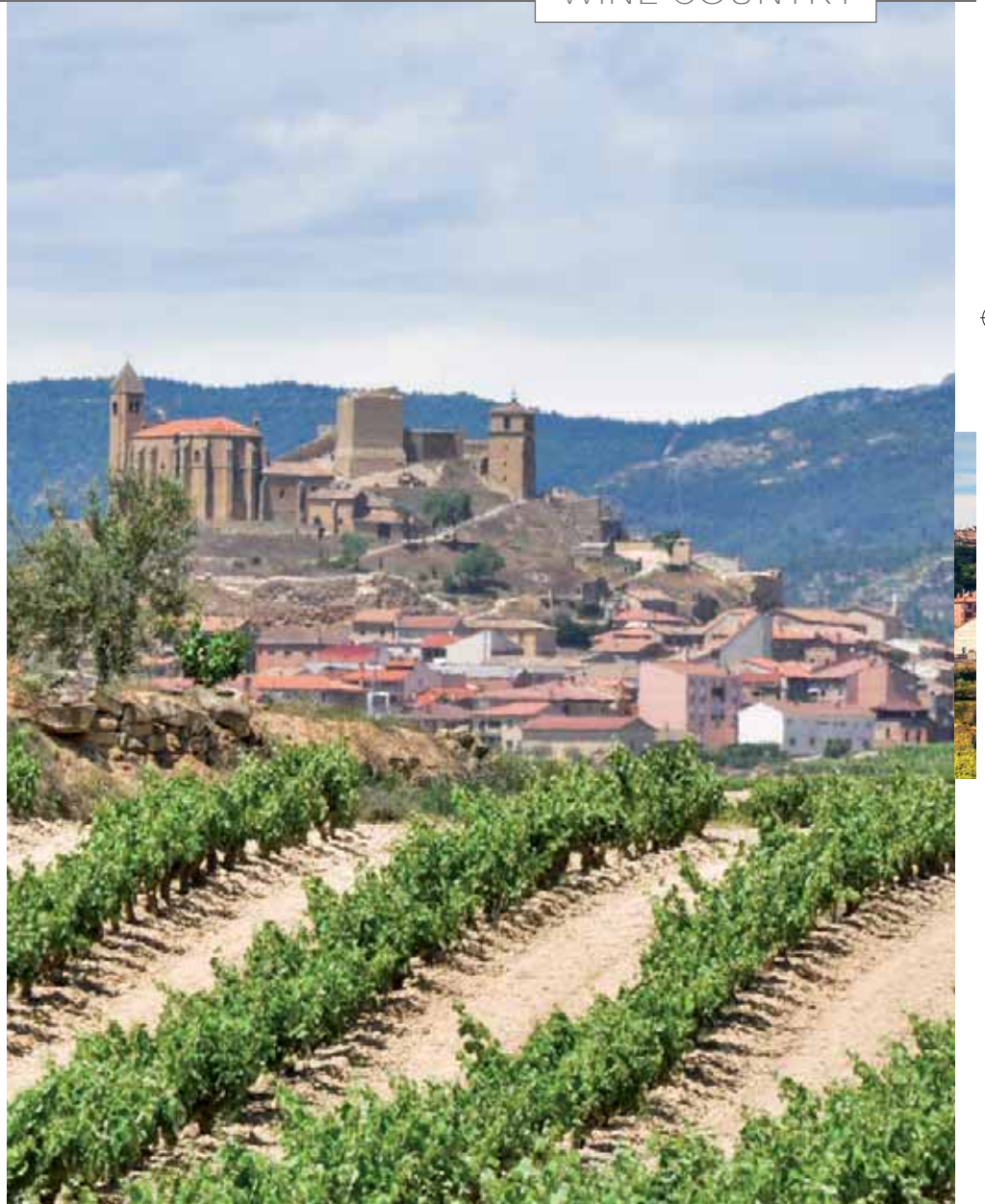
THE COLOURS OF LA RIOJA

By Jorge Crespo, General Manager Zenises Group



WINE COUNTRY

Whenever I go to Spain on a leisure trip I always try to take in a few days in the north. I like to take the car ferry from Portsmouth to Bilbao and drive down to La Rioja, traversing craggy mountains before entering a vast natural valley lined with neat vineyards spreading in green waves out towards the horizon. Take a deep breath. This is La Rioja, Spain's wine country. Prepare to eat and drink and be merry. You won't want to leave.





expertise with a contemporary touch, there's no intimidating stuffiness or bus-tour anonymity about visiting vineyards here. You'll be welcomed at every stop with tours and tastings.

PICTURE-POSTCARD TOWNS

But don't just stop at the vineyards. Take the beautiful town of Logroño, for example. This is a good place to base yourself, famed for Calle del Laurel, the street with the highest number of bars in the north of Spain. On any given night, join the hungry natives following the tapas trail and *potear* (bar hop). There are so many pitstops en route, it's no surprise that it is known as *La Senda de los Elefantes* (the trail of the Elephants).

ARRESTING ARCHITECTURE

Just down the road from Haro – the winemaking heart of Rioja – you'll notice an unforgettable decanter-shaped building – the tasting room and shop of the Lopez de Heredia winery. Designed by 'starchitect' Zaha Hadid, this is one of Rioja's most exciting innovations: it is daring architecture, that sees the hills punctuated by Blade Runner-esque temples to wine. Others examples include Frank Gehry's purple and gold titanium headquarters of the Marquis de Riscal winery and hotel, and Santiago Calatrava's sculpted row of barrel-shaped buildings housing the winery at Bodegas Ysias in Laguardia.

AND EAT, EAT, EAT

From Haro to Laguardia and every individual winery in between there's a meal to be had. Don't miss Rioja's two-Michelin-star restaurant in Ezcaray, El Portal De Echaurren, where chef Francis Paniego once made Iberian ham ice cream with tomato seeds. In Haro, try Asador Terete, where you'll taste the likes of *cordero asado* (moist, delicate lamb). Or try one of the many bars in Laguardia, where you can munch on patatas with chorizo or *menestra de verduras* (vegetable stew). And drink, of course, the best wine in Spain.

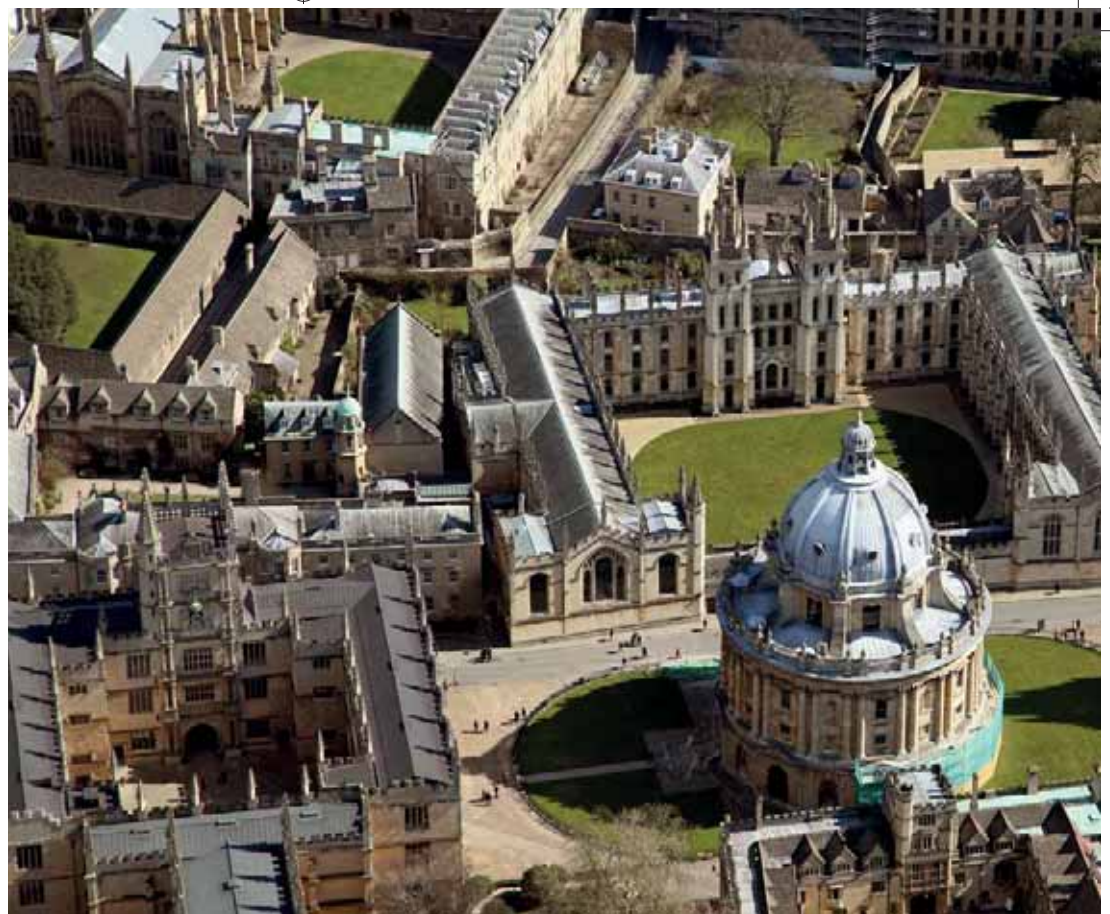
THE FINEST OF WINES

Rioja is famous for its flavoursome reds, crisp whites and fruity roses, but what is less well known is that the region's culinary tradition is every bit as good. The mineral rich red soil that nourishes Rioja's grapes is also responsible for a mouth-watering natural larder – think artichokes, asparagus and peppers, all used to help create simple dishes brimming with flavour- which makes it the perfect destination for wine and gastro-tourism. With over 600 wineries run by winemakers full of unbridled passion for their vines, combining traditional



In the previous edition of Voyager, we highlighted the extensive work being undertaken in India with the many Zenises Foundation initiatives. Under the Z Aspire programme, children from economically deprived backgrounds are now benefiting from a first class education thanks to practical and financial assistance.

But it's not only in rural India where Z Aspire aims to make a difference. Closer to home in Europe, and particularly in the UK, we aim to support the aspirations of the next generation.



THE KEYS TO SUCCESS

Zenises holds a long-standing association with St. Peter's College, Oxford and over the years has provided scholarship support to outstanding students to help with the costs of higher education. Notable St Peter's alumni include the current Governor of the Bank of England, Mark Carney, and it's our purpose that Zenises supports future inspirational leaders in their field to contribute to the greater good of society.

In addition to academic excellence, Z Tyre also sponsors the St Peter's Boat Club and the distinctive Z logo adorns the crew boat during regattas on the River Thames as well as in races further afield.

For several years, Zenises has also participated in a mentorship programme whereby St Peter's undergraduates have had the opportunity to live and work in South Africa. It's a remarkable opportunity to take that first step in career development as well as truly exclusive opportunity to live and work in a new cultural setting.





SUPPORTING ACADEMIC EXCELLENCE

Recently Zenises has confirmed its largest support yet to St Peter's College. Dr Ricardo Soares de Oliveira is a leading expert in African politics and is the new Fellow and Tutor in Politics thanks to an ongoing commitment of over \$550,000. Dr. Soares is a renowned academic and writer and also a Fellow with the Global Public Policy Institute in Berlin. Not only is this the first time that a tyre company has sponsored an academic post at the University of Oxford, but it also demonstrates our support to the advancement of international understanding.

HELPING THROUGH MUSIC



The Zenises Foundation was proud to be the platinum sponsor of the successful 'Kirtan for Causes' benefit concert held at the unique Union Chapel venue in London. This special sold-out musical event featured a collection of devotional songs (Kirtan) and was headlined by acclaimed singer Manika Kaur. The concert raised money to adopt 101 children through CD and ticket sales, as well as the support of the Zenises Foundation.

Ms. Kaur was joined on stage by Talvin Singh OBE, the classically trained tabla player widely known for being the Mercury prize-winning 'father' of Asian electronica music, as well as an in-demand music producer (with previous collaborations including Björk and Madonna).





CAPE WINELANDS

– BACK BY POPULAR DEMAND!

BY HARJEEV KANDHARI, CEO ZENISES GROUP.

WINE COUNTRY

After our first edition of Voyager many of you wrote to us asking us for more details on the Cape Winelands and South Africa. Having been many times to South Africa on business and pleasure I can tell you that in few places on earth do natural beauty and refined gastronomy marry as spectacularly as in South Africa's Cape Winelands. It just so happened that I had planned a trip to Cape Town anyway so I thought that I would use the opportunity to explore a little bit and share with you some personal experiences.

While Cape Town, Table Mountain and the coastline offer wonderful diversions, for many visitors, the ultimate lure is the 200-plus vineyards that cover the rolling hills of Western Cape, a region famed not only for scenic wine tours but also for its stellar restaurants serving inventive cuisine. An hour's drive along the motorway, at the head of a lush valley, is Franschhoek, Afrikaans for "French corner", and the prettiest of the Wineland towns. Huguenots fled here in the 17th century, reclaiming the land and planting vineyards, and the French influences are still evident. Today, the 60-odd restaurants win so many accolades that Franschhoek is often referred to as the gourmet capital of the country.

The immaculate Grande Provence wine estate to the north of the town dates back to 1694 and has a restaurant that frequently features in South Africa's Top 10. The many awards that line the elegant dining room pay homage to Chef Darren Badenhorst's intricate dishes which reference the estate's French heritage but add global accents.

Here, as with many Cape wine estates, I urge you to go beyond the fine dining and fabulous vistas. Owner Alex van Heeren is an art lover, and the gardens display an evolving collection of monumental sculptures.



Art is also at the heart of the Delaire Graff Estate, on the pass between Franschhoek and Stellenbosch, which British fine-jeweller Laurence Graff bought on a business trip in 2003. Although at the time Graff knew nothing about making wine,

I urge you to go beyond the fine dining and fabulous vistas...

he remembered taking “one look at the landscape, the vista, the mountains and thinking that I had the opportunity to buy this piece of paradise... and within five minutes I’d made an offer”. The public areas showcase Graff’s world-class collection of South African and international art. Above the reception

desk is Sentinel, an immense and mesmerising portrait by Lionel Smit; and in the gardens, uplifting bronze statues by his father Anton Smit.

Our next stop is the famous La Residence, in the foothills of the Franschhoek Valley. With its gorgeous views of olive groves and vineyards to the mountains beyond, it has the ambience of an opulent stately home. Housing just 11 individually decorated suites, La Residence was built by owners Phil and Liz Biden in 2008, but so artfully laid out and furnished that it appears to carry a long and fascinating history.

It’s difficult not to eat well throughout the Cape Winelands. At Babylonstoren, near the Drakenstein Valley, try baker Karen Pretorius’ mouth-watering gourmet pizza. At La Petite Ferme, high above the town, you can lunch on slow-roasted lamb while watching baboons picking off grapes at the edge of the estate. Art, food, and wine (which only colleagues with me tasted!); it seems the three are inseparable in this ‘French corner’. Now back home in Dubai I urge more of you to go there and enjoy this wonderful corner of the world.



Harjeev Kandhari
CEO Zenises Group

CHINA'S AIR POLLUTION IS SO BAD THAT IT'S VISIBLE FROM SPACE!

This isn't a surprise if you've been fortunate to visit the Far East. I say fortunate in that amongst the incessant construction growth, let's not forget that China is still home to some of the most remarkable places on the planet. I've been awe-struck by such sights as those along the Yangtze River, the views from up high on the Great Wall and the serene beauty of the West Lake in Hangzhou. But amongst this beauty it's hard not to be affected by the incessant smog that hovers over most of China's most industrialised areas (including the capital Beijing and the heart of 'tyre land' in Qingdao or Shandong province).

It's got so bad recently that Chinese authorities now authorise pilots to 'fly blind' in poor visibility to reduce the long delays caused by the smog. Fewer than one in five flights leaves on time from Beijing Capital Airport, according to travel industry data - the worst delay record of any international airport. Air pollution in Beijing regularly hits very high levels and atmospheric particles have been recorded at a staggering 755

micrograms per cubic litre - 38 times the level recommended by the World Health Organisation. Pollution levels can hover around 400 micrograms in Shanghai and Beijing, posing serious long-term risk of cancer and lung diseases to over 30 million inhabitants of these two sprawling cities.

But before we shake our heads and complain of global environmental catastrophe, we must also remember that China is going through industrial 'adolescence', just as every other major economy has done before. We in the West still want our cheap toys and our cheap tyres. To provide these to us China has had to suffer the consequences of this pollution. So far be it for us to judge or condemn the Chinese for it as many in the West do.

The Chinese government is trying to change and improve its environmental record though. For example, Beijing plans to replace its oil-burning buses with 14,000 new greener models powered by electricity by 2017 to help clear the smog. Coal imports in the first quarter of 2015 were down 42% on a year earlier as tougher anti-pollution rhetoric starts to bite. "Environment pollution is a blight on people's quality of life and a trouble that weighs on their hearts," said Chinese premier Li Keqiang at the opening of the National People's Congress in March 2015. "We must fight it with all our might".

In our business, China should be applauded in that it's already planning its own tyre label to help with these regulatory efforts. Just as many mutter that Chinese tyre companies don't take the European label too seriously, our Asian counterparts look set to unveil a set of label regulations possibly even tougher than those over here (albeit with some striking similarities). Like the EU scheme, labels will apply to car, 4x4 and truck tyres and will include the familiar criteria of wet grip; rolling resistance and noise. It also seems that the grading differentials will be identified by the same letters (A to G scale) and noise bars.

Unlike Europe, the Chinese tyre labels will likely start on a voluntary basis during 2016, so as to help develop general consumer education into the importance of labelling. This so-called 'transitional phase', will become mandatory quite soon after that. Like most things involving China, the authorities haven't been hanging around. China's set up its tyre labelling executive in July 2014 and initial programme details were already published by March 2015. Many of the larger Chinese tyre manufacturers already have (or are most definitely planning for) tyre test facilities to rival those in the West. Not only will wet grip and noise testing become quicker and more widespread, these investments also mean several factories will be accredited to homologate rolling resistance credentials in line with European scores.

Will all this mean that Shandong province will roll back the smog? Not just yet and there is a long way to go as China needs to provide places to live, work and eat. But hand in hand with emerging tyre brands' march up the value curve, we should also look kindly on the country's visible commitment to pursuing 'greener' policies. Of course, nothing will trump the nation's pursuit of economic growth, but now with more than one eye on environmental concerns, Chinese tyre makers not only look to match their Western counterparts on fuel efficiency, wet grip and performance, but also in the future would you also see China becoming the leader in 'green' tyre technology? Well the Chinese don't do anything by halves so it certainly is possible.....

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