



One Year On

Zenises
Makes a
Difference...



One Year On Zenises Makes a Difference

Zenises is celebrating its first year of rewarding, collaborative growth and contribution with some striking business and corporate social responsibility advances.



We believe that by assisting more people more often, they become more successful in their own businesses and thus our own success will naturally follow”.

A Year of Striking Results, 5 New Tyre Brands

Establishing a new tyre brand is no easy task. Preparatory work involves information gathering and thoroughly investigating manufacturing and ancillary processes to ensure Zenises' reputation for quality products is enhanced. "Above all, we need to protect the interests of partners in Europe and ensure that the products that carry our name are ones that we can stand by for the long term. The team has to date visited and inspected dozens of facilities worldwide" comments Nigel Hampson, Zenises' Head of Business Development.

One such new brand is 'T' - a range of tyres from Zenises designed to suit the value-conscious motorist. Behind the simple letter 'T', there's a wide range of exceptional passenger car tyres. And T also includes 4x4/SUV tyres, van tyres and, most recently, the introduction of a range of gripping winter tyres for when the weather really takes hold of the road. From 2015, Zenises has distributed the Kapsen tyre brand in Spain and Italy and has also recently agreed to develop channels for the Ardent car tyre range across Europe. Both brands have extensive line-ups in passenger, van and 4x4 (as well as winter tyres). Meeting the highest standards of excellent production processes and attractive pattern designs, together with Zenises customer service, these two names will become increasingly visible in the market during 2016.

In addition, Zenises is working with a new truck and bus tyre brand - iLink. With an increasing emphasis on Euro-





pean fitments, iLink is a brand to satisfy market need in terms of both quality and price. Continuing the commitment to quality, Zenises has already arranged European product testing in Germany and its partners are delighted to witness strong technical capabilities at such a reasonable price.

In its first year of operations Zenises now has an agreement with Triangle, China's largest privately owned tyre company, to build brand sales in Europe's largest tyre market – Germany. Zenises CEO, Harjeev Kandhari says, “ We are really excited and proud to work directly with theor CEO, Pierre Cohade, in making Triangle part of the fabric of the German tyre industry.”

With commercial relationships stretching back almost two decades, Zenises continues to develop the trusted Westlake brand with a long-term vision based on quality excellence. The tremendous Westlake range benefits from recent investment in new factories and new ranges. SA37 is the new flagship high performance car tyre and in commercial tyres, Westlake recently introduced a series of exclusive products designed especially for the European market where quality, durability and the need for retreadability is paramount. For example, Westlake's new truck and bus tyres are now being fitted to several European fleets and Zenises has also recently announced the first retail network for Westlake car and 4x4 tyres in Spain with the aim of ultimately establishing 100 Westlake retail outlets (with Westlake being the first Chinese manufacturer to undertake such a commitment in the Iberian market).



And What About Z Tyre?

Since inception, one of the company's prominent development objectives has been the introduction of the high performance Z Tyre, which aims to set a new standard for value and excellence.

Zenises has ambitious plans to develop this unique and proprietary Z brand. Now counting over 70 individual dimensions in high performance passenger and SUV fitments (including 17 new sizes in run-flat technology), Z tyre aims to be a 'fast market follower' offering the latest UHP tyre dimensions with superb quality but at a price to suit all drivers. The Z tyre slogan itself declares intent: "We believe that the luxury of a high performance tyre is not a question of price".

Z tyres have already been tested against leading competitors at European proving grounds with results that lead the company to be fully confident in the tyres performance capabilities.

Expanding Network of Service

The European operation of Zenises now has in-country representation in major European markets, including offices in U.K., Germany, Spain and most recently Italy where they have appointed the vastly experienced Fabio Spina as Sales Director for the region.

Building on the success and growing popularity of its services, Zenises has seen a constant expansion of its customer base - from Iceland to the Canary Islands and all points in between, providing knowledge and service to a growing number of entrepreneurial partners.

Taking the Guesswork Out of the Tyre Industry

Zenises has an uncompromising determination to achieve excellence in everything undertaken. Though the business may be involved in a fast moving consumer product, Zenises would, if it came to a choice, rather be the best than the biggest.

With an unswerving dedication to pro-





viding quality products to our partners, Zenises constantly monitors the tyre industry and works only with best in class production facilities.

European General Manager Jorge Crespo adds...

"Not only do we develop and own our own, distinctive private label brands; we are active in every aspect of developing the right products tailored specifically for European specifications.

This includes critical areas from tyre design, compounds that reference EU labelling specifications, the continued testing and benchmarking of tyres against established brands in independent test centres, and European design aesthetics.

Plus, we have a real interest in helping drivers use our products to get the most satisfaction and performance possible. For example we are working with a number of European driving schools, and printing educational guides, brochures and information packs on good driving practices. We really want to make a difference and be of service to all our partners and stakeholders".

Investing in Motorsport

Zenises got involved in the motorsport arena with the aim to support a loyal fan base as well as demonstrate its 'track' pedigree with the latest Westlake RS Sport tyre.

With the spotlight on the growing popularity of drifting, the Westlake brand is really being put to the test and proving itself in the heat of competition.

Last season was the Zenises team's biggest yet. Steve 'Baggsy' Biagioni and the Zenises motorsport team crowned a busy 2015 schedule which included appearances across Europe at the FIA World Rallycross Championship, Gymkhana GRiD Series, and Monza Rally Show where Baggsy featured alongside Lewis Hamilton and Valentino Rossi.

Zenises has also sponsored a new rally car for 2016. The modified BMW E36 Compact will race in Germany, Belgium and Luxembourg.

A Time of Increasing Corporate Social Responsibility (CSR)

Mr. Harjeev Kandhari, founder and CEO of the Zenises Foundation emphasises the company's core commitment to CSR: "In this day and age, it's the responsibility of all businesses to impact the world in a positive way. Success should be measured not only by profit, but also, more importantly, by its commitment to social impact. To do this, we need to completely transform the business conversation -- a business's commitment to social impact shouldn't change based on how it is profiting. If we give out of convenience, rather than a deep commitment to service at our core, then we fail ourselves and our communities.

At Zenises, we are committed to infusing social impact within the culture of our organization. Even in periods with lower profit margins, we make social responsibility a priority because it is important part of the "why" of why we do business. An endowment we recently gave to Oxford University was so significant that it was directly affecting our bottom line. But profit wasn't the priority; we were more concerned with the emphasis on our social impact. We could always make more money the following year, but we had an opportunity -- a commitment -- to give back in the moment, and that's what we chose to do.

This might go against the grain of conventional thinking, but in my opinion conventional thinking is wrong. Our social impact shouldn't change just because we didn't meet a certain profit margin as a company—they are separate issues. One shouldn't depend on the other. We see giving money away to socially responsible causes in the same grain as paying salaries or bills – it's not a luxury but a necessity for running our business. This is why the Foundation was actually incorporated before the company - as a symbol of what's important to us."

The Zenises Foundation sponsors many initiatives such as Z Aspire, T OuTreach, and Westlake Wishes and more details can be found on www.zenises.com.





Looking Forward To a Bright Future

What do the next few months and years hold for Zenises and the tyre industry?

Zenises believe that whilst being potentially challenging (as is often the custom in our tyre industry), the future is bright when faced with a collaboratively based mindset. This is why the needs of our partners always come first, because without this the chances of a business succeeding are diminished. Ultimately, a life of giving service is, in essence, the most fulfilling and rewarding way forward.

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