



Investing for the Future - Infinity Technical Team – enhanced capability!

The full portfolio of Infinity tyres is manufactured by the third largest tyre manufacturer in China, and the sixteenth largest tyre manufacturer in the world.

A number of recent appointments have demonstrated the manufacturer's desire to dramatically increase the technical prowess and capability behind the Infinity brand, and demonstrate the commitment and investment in the Infinity tyre portfolio and pattern development.

The manufacturer's latest series of investments are specifically focused on the personnel within the company's research and development team. Last year the company employed 50 per cent more technicians than the previous year. In 2010 the plan is to take on 50 per cent more technicians again. Two notable appointments include Dr Xunmao Xia, who has taken over as vice director of the R&D centre.

A 25-year tyre industry veteran, Dr Xunmao began his career by completing a PhD in vehicle dynamics at Clemson University in the US. This was followed by tyre testing and development experience at both General Tire and Goodyear, including postings in Texas, Detroit and Akron.

In addition, South Korean Joo Sangyeol joins from Hankook Tire and takes on the role of chief technical adviser (PCR) at the company's R&D centre.

At the recent Infinity Partners event held in Bangkok, the president, Mr. Wang Feng also outlined a number of exciting R&D initiatives, including plans to invest \$200 million in the construction of a "world class" proving ground. The investment will be spread over four years and will take the form of a three phase plan, beginning with passenger car tyre testing facilities when the proposed proving ground opens in 2012, and expanding to include truck and OTR testing facilities by the time it is completed in 2016.

Currently the company is in the process of getting the necessary government approvals for its proposed plot of land, but Mr. Wang said the company plans to be in a position to announce the further details at the end of the first half of this year. And the new facility will be a "First class proving ground in terms of size and quality," he explained.

In addition to the proving ground and personnel investments of recent years, Infinity's manufacturer has spent over \$60 million on testing equipment. Recent additions include the construction of China's first purpose-built tyre noise testing laboratory last year and force / moment machinery and rolling-resistance measurement equipment.

The recent R&D investments are also designed to prepare the company for the challenges associated with the forthcoming European labeling legislation. In Bangkok, Dr Xunmao explained that the manufacturer has been distributing REACH compliant PAH oil free tyres since September 2009, several months ahead of the January 2010 deadline. The development of a specialised sound laboratory was specifically intended to meet the recently introduced European S-mark legislation.

All the recent emphasis on research and development, combined with the manufacturer's reputation as a fast follower of market trends, has resulted in the recent announcement of some new advanced technology. One example is that they are currently in the last stages of developing a run-flat tyre which can run for 160 kilometres at 80 km/h – almost double the mileage recommended for most existing run-flat products. This tyre is currently at the road testing stage, with the first sizes expected to enter production in the second half of 2010.

All these developments and investments reiterate and emphasise the growing reputation of the Infinity brand of tyres.

For further information on Infinity tyres, please visit the web site at www.infinity-tyres.com or call our Global Support Team on +44 208 200 2367.