LINGLONG VIEW

EDITION 16

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BRAZILIAN ECONOMIC AND TRADE COOPERATION

On October 12, Linglong Tire signed a strategic cooperation agreement with SUNSET, a tire distributor in Brazil and Paraguay, in Sao Paulo, Brazil, aiming at jointly expanding the market share of Linglong in Brazilian and Paraguayan markets and improving the company's brand awareness, reputation and influence. The total value of this agreement would reach $300 million dollars!

SUNSET is a well-known tire importer and exporter in South America. It has been cooperating with Linglong Tire for more than 10 years. The company has branch companies in Brazil, Colombia, Chile, Argentina and other countries while maintaining its headquarter in Paraguay, with an annual sale up to $300 million dollars and a bright development prospect.

As per the agreement, SUNSET would purchase tires total amount reaching $300 million dollars from Linglong Tire between 2019 and 2021. In addition, SUNSET will also be responsible for the brand promotion of Linglong in local market, and construct Linglong brand shops in first-tier cities in Brazil and Paraguay actively, to improve sales and service networks.

The signing of this strategic cooperation agreement will help Linglong to further strengthen its cooperative relationship with SUNSET. By taking the advantage of this win-win cooperation, Linglong would expand market share in Brazil and Paraguay and accelerate its internationalization.

LINGLONG TIRE BRINGS GREEN MAX TO SEMA 2018

With the continuous improvement of tire manufacturing technology, the development of eco-friendly and energy-saving tires has become the consensus of global tire manufacturers. At the Specialty Equipment Market Association (SEMA) Show 2018, Linglong Tire demonstrates its GREEN MAX series tires, featuring the concept of a green world with Linglong Tire.

The GREEN MAX tires are newly developed for North American market with eco-friendly and energy-saving features. The GREEN MAX products displaying at the exhibition includes GSH100, GDH100 and GTH100, TBR tires for long haul with the features of low rolling resistance and enhanced wear resistance; GAR202 and KTA20, TBR tires for regional haul featured with enhanced wear resistance and improved tread life. Besides, the company also demonstrates ATLAS Force UHP, all season tire suitable for US market after a long period of market research and technical research by Linglong Americas, LEAO LION SPORT M/T and EVOLUXX ROTATOR A/T etc.

Just like last year, you can still see Linglong in the McCarran International Airport, on the streets close to the convention hall, and a welcome board in the SEMA Show hall.

Linglong hopes that SEMA Show can help make its existing and potential customers more familiar with Linglong's innovation in its technology in tire development and its efforts to become more competitive in the global tire market.

LLIT APPEARED ON BUS & TRUCK EXPO 2018

From November 1 to November 3, BUS & TRUCK EXPO 2018 was successfully held in Bangkok, Thailand. Linglong International Tire (Thailand) Co.,Ltd. (LLIT) appeared on this show with its excellent products including KTS300, LFL185, LDL186, KMA400, and LAU603 etc., attracting the attention of a large number of guests and customers.

BUS & TRUCK EXPO is held every year. The exhibition is a complete platform for all players in commercial vehicle industry. The exposition exhibits latest technologies and innovations from worldwide manufacturers and suppliers, and also provides an opportunity for the entire industry to share their expertise and experiences, in order to accelerate business growth.

Since its establishment on the east coast of Thailand, LLIT has been continuously strengthening its local marketing and promoting its local development. Currently, there are more than 300 Linglong brand shops in Thailand, providing excellent products as well as high quality service to the local people.

2019 LINGLONG TIRE DOMESTIC TBR DISTRIBUTORS CONFERENCE SUCCESSFULLY HELD

From November 11 to 12, 2019 Linglong Tire Domestic TBR Distributors Conference was successfully held in Zhaoyuan, Shandong, HQ of Linglong Tire. Over 300 domestic TBR distributors gathered together to share their achievements in 2018 and discuss the future development plan.

Mr. Wang Feng, chairman and president of Linglong Tire, fully affirmed the company's outstanding achievements in 2018 and made a comprehensive target plan for 2019. In 2018, tire industry was faced with increasing trade barriers and production cost pressure, however, Linglong still maintained its strong growth thanks to steady expansion of sales channels, outstanding market performance of excellent products and the joint efforts of all distributors, continuing to be among the top 20 tire enterprises in the world and top three in China.

In face of a more severe market situation in the future, Mr. Wang Feng discussed on how to bring higher quality products and service to consumers with the distributors present, who highly recognized the marketing strategies of subdividing regional markets, refining the service and co-building brands that put forward by Mr. Wang.

Mr. Wang Feng expressed that the company would make full use of its advantages in OE fitment to drive its sales on replacement market. Linglong would vigorously promote new products and continuously improve its product line, to meet the market need with excellent performance and service.

A Great Season for ATLAS Drifting Team!

From November 17 to 18, Rd.4 and Rd.5 of 2018 D1 GRAND PRIX Series in China were in full swing in Shenzhen Baoan Stadium. Although it is the first year to participate in D1 GRAND PRIX Series in China for ATLAS Drifting Team, it had a successful season with many good results, including annual total points ranking No.1 in all racing teams this year.

As the designated tire of this event, ATLAS FLASH AGT is featured with excellent grip and maneuverability, which can ensure the safety of both the racer and the racing car. This is one important reason for ATLAS Drifting Team’s excellent performance in 2018 D1 GRAND PRIX Series in China.

2018 is the first year as well as a great year for ATLAS Drifting Team in D1 GRAND PRIX Series in China. We are looking forward to ATLAS Drifting Team’s better performance in next year!

2019 ATLAS Distributor Conference Held in Harbin

From December 18 to 19, 2019 ATLAS Distributor Conference was held in Harbin, Heilongjiang Province, China. The relative leaders of ATLAS Tire and the nationwide ATLAS distributors attended this conference and held a heated discussion on the glory in 2018 and new journey for 2019.

In 2009, ATLAS became a sub-brand of Linglong Tire, with the target to be a high-end tire brand suitable for Chinese market. 2018 is a great year for ATLAS. The number of ATLAS brand shop reached 300 and the sales volume of ATLAS snow tire and all-season tire doubled yoy. Besides, ATLAS Tire became the OE fitment of increasingly more vehicle models due to the joint efforts of all ATLAS distributors.

In 2019, ATLAS will pay more attention to product development and constantly enrich the product line. In the channel construction, it plans to construct 1000 brand shops or listed shops to improve its brand awareness in key areas.

In severe global political and economic environment, the future market is still full of challenges, however, ATLAS Tire will be confident to create more miracles with its distributors.

2019 LINGLONG TIRE DOMESTIC PCR DISTRIBUTORS CONFERENCE SUCCESSFULLY HELD

On November 22, 2019 Linglong Tire domestic passenger car tire distributors conference was held in Kunming, Yunnan Province, with Linglong-branded and LEAO-branded distributors across the country gathering together to their achievements in 2018 and development plan in 2019.

It was also Thanksgiving Day on that day, Mr. Wang Feng said in his speech that under the joint efforts of all company staff and strong support from nationwide distributors and retailers, Linglong Tire achieved its various targets successfully with continously innovative product technology, significantly increased brand value and continuously improved channel management, making Linglong's global industry layout obtain strategic breakthrough by building new manufacturing bases in Serbia and Jingmen, China.Therefore, he would like to express his heartfelt thanks to the support from all Linglong's distributors.

Besides, Mr. Wang Feng himself presented awards to the distributors who made outstanding contributions to the growth of Linglong's performance growth and market development.

Regarding the selling points in 2019, Wang Feng expressed that the company would lay more emphasis on developing and maitaining its terminal markets, strengthening market management, optimizing of product structure and promoting the sales of large size product, etc. Meanwhile, Linglong would create sales indeas for different markets by keeping pace with the times, enhance its cooperative ablity with its dealers and provide better support for them. At present, Linglong has successfully entered the OE fitment service system of Audi and Volkswagen, which could hope the distributors make full use of the company's brand awareness to enhance its brand reputation, driving the market sales.

In 2019, we will be at a higher altitude and starting point to achieve more ambitious goals with the joint efforts and supports of Linglong's distributors.

ANNUAL MODEL SELECTION OF COMMERCIAL VEHICLES IN CHINA

2019 Chinese Commercial Vehicle Annual Selection Award Ceremony, sponsored by Linglong Tire, was successfully held in Beijing. It is the twelfth year for Chinese Commercial Vehicle Annual Selection this year and it has been fully recognized by industry experts, commercial enterprises, users and media.

As the sponsored enterprise of this event for 10 years in a row, Linglong Tire has promoted the scientific and technological innovation and strategic development of automotive technology by taking its own technology research and development advantages through its cooperation and effort with China's auto industry. Currently, the company has six R&D centers and five manufacturing bases worldwide. Adhering to concept of prospective study, Linglong has seccessfully developed dandelion rubber tire, 3D printing polyurethane tire and graphene tire, which caters to the development trend of the future commercial vehicle.

As an important part of the auto industry, Linglong Tire will insist on its input in research and development innovation and provide strong support for the commercial vehicle performance improvement!

LINGLONG WAS AWARDED CHINA INDUSTRIAL AWARD

On December 9, the fifth China Industrial Award Ceremony was held at the Great Hall of the People in Beijing. Shandong Linglong Tire Co., Ltd. (hereinafter referred to as "Linglong Tire") won China Industrial Award, the first tire enterprise in China to win this award. Mr. Wang Feng, chairman and president of Linglong Tire, accepted this award at the Great Hall of the People.

The China Industrial Award is the highest award in Chinese industrial field approved by the State Council, which could represent the highest level of Chinese industrial development. This award is an incentive and affirmation of Chinese enterprises which aim at stepping into the high-end manufacturing fields with global competitiveness.

Since its establishment in 1975, Linglong Tire has has been among the global top 20 tire enterprises and top 3 in China for many years though its continuous efforts in exploration and innovation. Currently, the company has six R&D centers and five manufacturing bases across the world with over 10,000 employees and brand value reaching nearly $5.5 billion, making its constant contributions to the development of Chinese tire industry. Till now, Linglong has obtained more than 500 patents at home and abroad and has successfully developed dandelion tire, 3D printed polyurethane tire and silicone tire.

Besides, Linglong's products are sold to over 180 countries and regions and the company successfully provides OE service VW, Audi, Ford, Renault-Nissan etc. On August 21, 2018, Linglong Tire issued an announcement on its overseas investment. Linglong Tire has brought forward to build high performance radial tire project with annual capacity reaching 13.62 million units in the free trade area of Zrenjanin, southeast of Serbia, which demonstrates that Linglong's second overseas manufacturing base will be in Serbia. Currently, Linglong has established manufacturing facilities in Dezhou China, Liuzhou China, Jingmen China and Thailand while maintaining the operations facility in Zhaoyuan China, in order to form its 5+3 global layout. In the future, the company plans to study and investigate in America to fully develop its global strategic layout.

Annual Distributor Conference of LLIT Successfully Held

On December 13, the annual distributor conference of Linglong International Tire (Thailand) Co.,Ltd. was successfully held in Pattaya, a beautiful coastal city, with distributors across Thailand gathering here, sharing the achievements made by LLIT in 2018 and development of the company in 2019.

On the conference, Mr. Wang Feng, chairman and president of Linglong Tire, shared Linglong's fruitful achievements in 2018 and extended his sincere gratitude to every distributor's support to LLIT's contribution to local development. Currently, Linglong has more than 400 brand shops in Thailand with continuously improved brand awarenss through various local brand promotion.

Mr. Wang Feng also said that with the constant innovation of company's products and technology, efforts to build more brand shops, the constant improvement of channel management and the industrial layout of globalization, LLIT will be more competitive in future market and we are looking forward to witnessing this with all distributors!

LINGLONG TIRE CORE STRATEGIC PARTNERS HIGH-END SEMINAR HELD IN TURIN

On December 7, 2018, Linglong Tire Core Strategic Partners High-end Seminar themed Global Cooperation & International Linglong was successfully held in Turin, Italy, with the presence of Linglong Tire’s core distributors and suppliers from all over the world.

Wang Feng, chairman and president of Linglong Tire, delivered his speech at the seminar and extended his sincere gratitude to his partners for their support to company’s development over the years. In 2018, Linglong accelerated its 5+3 global industrial layout and signed an investment memorandum with Serbian Minister of Economy to build its second overseas manufacturing base in Serbia. With the development of the company’s globalization and overseas manufacturing base, Linglong will need its partners’ support in global stable supply and resource sharing etc. Mr. Wang was full of expectations to the global cooperation in the near future.

Firstly, he hoped that Linglong’s partners could provide more new products as well as new technology for Linglong’s research and development to improve the company’s core technology and key technologies, promoting the upgrading of its industrial structure, brand promotion and global market share.

Secondly, Wang Feng expected that Linglong could work outcooperation plans for different products with its partners, to create anew model of cooperation which could improve product quality stability, production continuity and shorten the supply cycle.

Thirdly, he hoped that his partners could establish the information sharing and regular communication mechanism by sharing industry experience and market analysis, to face market challenges jointly and improve market competitiveness.

Besides, the company would closely follow the European markettrend and increase its efforts in the development of new products andnew brands, to enhance Linglong’s market awareness and market share in European market.

Mr. Wang Feng said that under the increasingly severe global political and economic situation, the future market was still full of challenges and Linglong would have a brighter future with the cooperation with its global partners.

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