



HTG Presentation

Driving Follows Your Heart

Presented by Hengyu Technology Group V 2013



About HENGYU



- **Established in 2005**
- **Over 3600 employees**
- **Total area of the factory :1.7 million m²**
- **Total Assets : 0.6 billion USD**
- **Distributed to over 60 regions across the world**
- **OE for world famous equipment manufactures**
 - ✓ **Sinotruck**
 - ✓ **FAW**
 - ✓ **FOTON**
 - ✓ **JAC**
 - ✓ **XGMA**

Milestones

Aug., 2005 Establishment of Shandong Hengyu Rubber Co., Ltd.

Mar., 2006 Bias OTR tire plant being built.

May., 2006 TBR tire line being started, with initial stage capacity of 0.6M units/year.

May, 2008 TBR tire line expanded to 1.2M units/year.

Sep., 2010 PCR tire plant was being built, projected annual capacity is 24M units/year.
Establishment of Shandong Hengyu Science & Technology Co., Ltd.

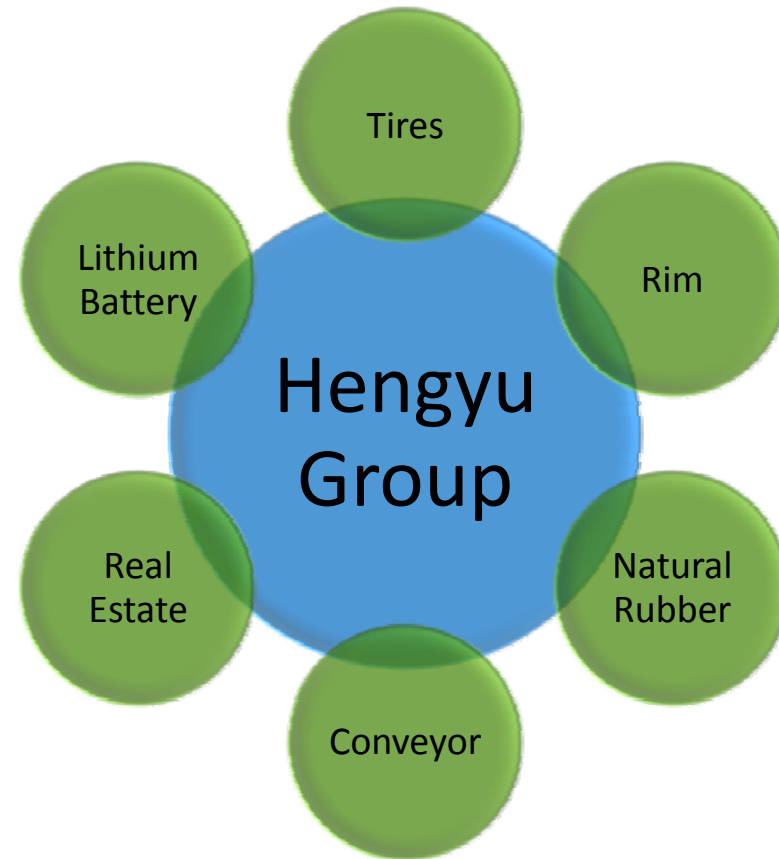
Jun., 2012 New TBR plant with annual capacity of 3M unit/year being built.

Jun.,2012 Car Wheel factory being built.

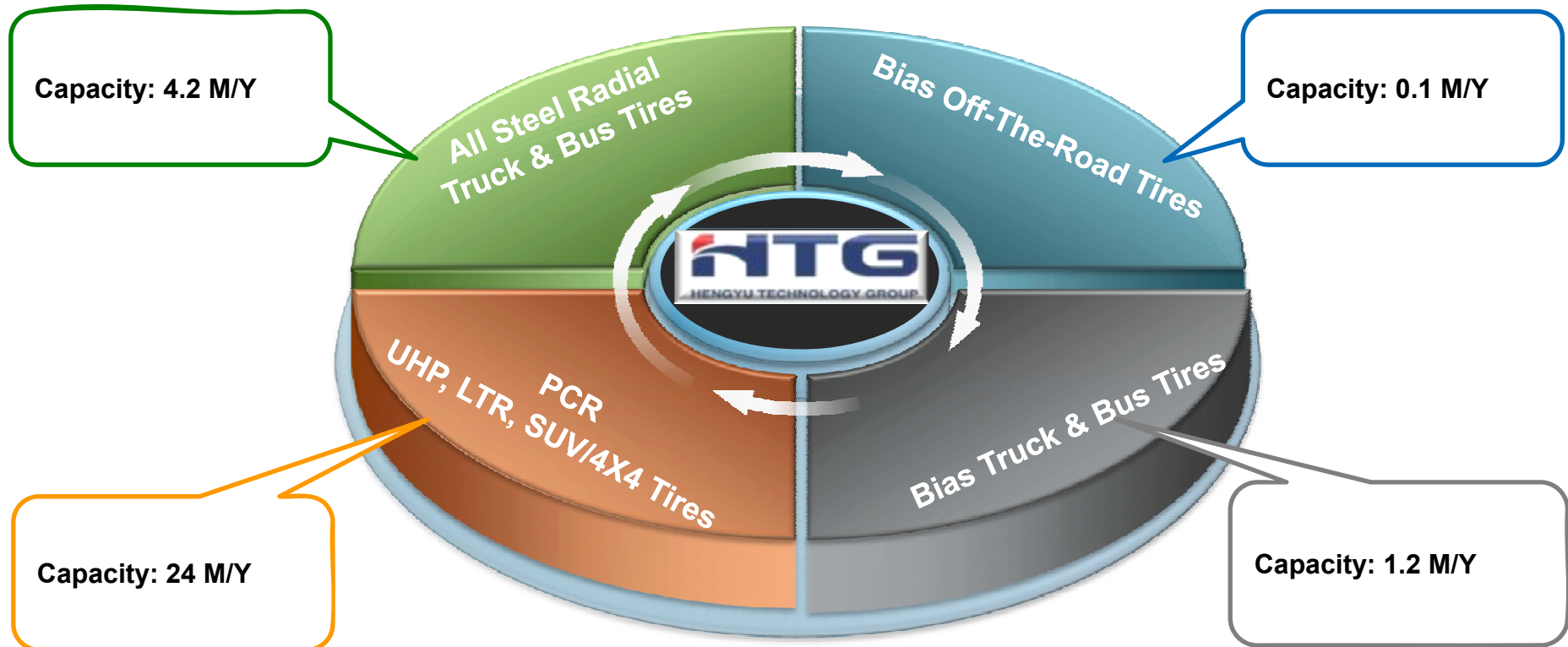
About HENGYU

Main Business

- Hengyu committed to the development, manufacture, sales & service of automobile tires.
- Expanding to tire related business: Natural Rubber, Conveyor Belt, Rim & Lithium Battery.
- The group has 6 large manufacturing base,
- 2 R&D institutes, 1 national level laboratory,
- 1 real estate firm.



Product Line



Culture

- ***Enterprise Mission:*** To create wealth for the society, to bring value to customers and give the staff a happy life with dignity.
- ***Corporate Vision:*** To build international brands, to become a world-class enterprise
- ***Enterprise Spirit:*** Harmony, struggle, Innovation, Transcendence
- ***Motto:*** We are tire manufacturer, we are brand builder !

Product Positioning





PCR Road Map

TBR





TBB & BIAS OTR



Fast Development

Every half year we will develop new sizes & new patterns according to the feedback from markets.

No.	Size	Pattern No.	Availability	Pattern Pic	
HR					
1	180/70R14	HR000	Apr. 2013		
2	180/70R14	HR000	Apr. 2013		
3	175/80R14	HR000	Apr. 2013		
4	180/80R14	HR000	Apr. 2013		
5	185/80R14	HR000	Apr. 2013		
6	175/70R14	HR000	Apr. 2013		
7	225/70R15	HR000	Apr. 2013		
8	215/70R15	HR000	Apr. 2013		
9	185/80R13	HR000	Apr. 2013		
10	215/80R13	HR000	Apr. 2013		
11	185/80R16	HR000	Apr. 2013		
12	215/80R16	HR000	Apr. 2013		
13	215/80R17	HR000	Apr. 2013		
HR001					
14	185/80R13	HR001	Apr. 2013		
15	185/80R13	HR001	Apr. 2013		
16	185/80R16	HR001	Apr. 2013		
17	225/80R16	HR001	Apr. 2013		
18	225/80R16	HR001	Apr. 2013		
19	175/70R13	HR001	Apr. 2013		
20	185/80R14	HR001	Apr. 2013		
21	185/70R14	HR001	Apr. 2013		
22	185/80R16	HR001	Apr. 2013		
23	215/80R16	HR001	Apr. 2013		
24	225/70R16	HR001	Apr. 2013		
25	225/80R16	HR001	Apr. 2013		
26	215/80R16	HR001	Apr. 2013		
27	225/80R16	HR001	Apr. 2013		
28	215/80R16	HR001	Apr. 2013		
HR002					
29	225/80R17	N/A	Apr. 2013		
30	225/80R17	N/A	Apr. 2013		
31	225/80R17	N/A	Apr. 2013		
32	225/80R17	N/A	Apr. 2013		
33	225/80R17	N/A	Apr. 2013		

34	215/80R17	N/A	Apr. 2013	
35	225/80R17	N/A	Apr. 2013	
HR003				
36	225/70R16	N/A	Apr. 2013	
37	225/70R16	N/A	Apr. 2013	
38	215/80R16	N/A	Apr. 2013	
39	225/70R16 SL	N/A	Apr. 2013	
40	225/70R16	N/A	Apr. 2013	
41	285/70R16	N/A	Apr. 2013	
42	225/80R17	N/A	Apr. 2013	
43	225/80R17	N/A	Apr. 2013	
44	225/80R17 SL	N/A	Apr. 2013	
HR004				
45	225/70R16	HR002	Apr. 2013	
46	245/70R16	HR002	Apr. 2013	
47	265/70R16	HR002	Apr. 2013	
48	225/70R16	HR002	Apr. 2013	
49	245/70R16	HR002	Apr. 2013	
50	265/70R16	HR002	Apr. 2013	
51	265/70R16	HR002	Apr. 2013	
52	245/70R17	HR002	Apr. 2013	
53	265/70R17	HR002	Apr. 2013	
54	285/70R17	HR002	Apr. 2013	
55	245/80R17	HR002	Apr. 2013	
56	265/80R17	HR002	Apr. 2013	
57	285/80R17	HR002	Apr. 2013	
HR005				
58	LT215/80R16	HR002	Apr. 2013	
59	LT225/80R16	HR002	Apr. 2013	
60	LT225/70R16	HR002	Apr. 2013	
61	LT245/70R16	HR002	Apr. 2013	
62	LT265/70R16	HR002	Apr. 2013	
63	LT285/70R16	HR002	Apr. 2013	
64	LT245/70R17	HR002	Apr. 2013	

TBR Factory



TBR Factory



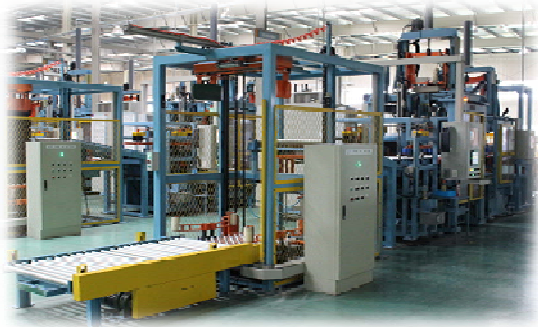
Building Workshop



Curing Workshop



Semi-finished Workshop



Uniformity & Dynamic Balance



Warehouse

Scientific Workshop & Production Management

PLANT LAYOUT OF HENGYU SCIENCE&TECHNOLOGY CO., LTD



PCR Plant with Annual Production Capacity 12 Million units

New TBR Plant Under Construction, Annual Capacity 3 Million



PCR Project General Aerial View

PCR Factory



Building Workshop



Curing Workshop



Extruding Workshop



Calendering Workshop



Uniformity & Dynamic Balance



Warehouse

Scientific Workshop & Production Management

PCR Factory



Scientific Workshop & Production Management

PCR Factory



Scientific Workshop & Production Management

Modernized Warehouse

50,000 Square Meter Warehouse, with inventory capacity of 800,000 tires, have been in use. To achieve fastest shipment as possible as we can.



Project Under Construction

Second TBR Tire workshop will start mass production in Oct., with production capacity of 3 million sets per year, TBR in EU standard will develop then...

Second PCR workshop will be finished in 2014 with production capacity of 12 million sets per year...



Technology Strength

- Building national level laboratory
- Investing 3.5 million USD to build tire testing laboratory

- Cooperation with specialized university:

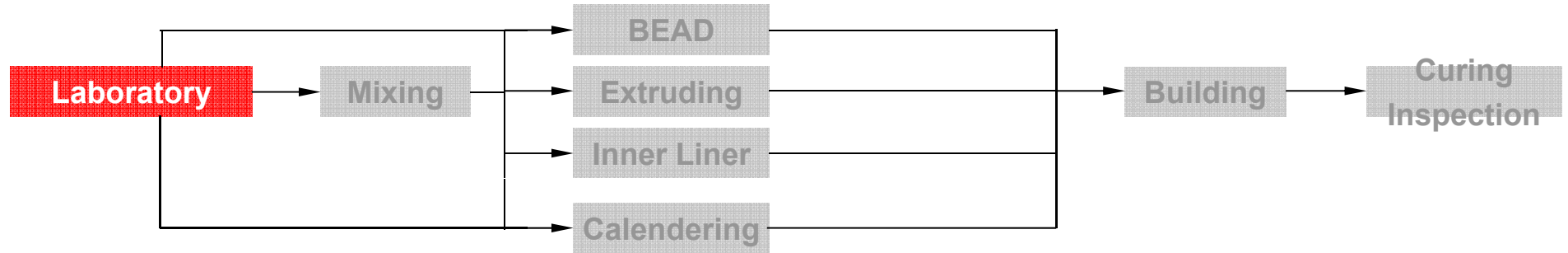
Tsinghua University

Qingdao Science and Technology University



[R & D Initiatives](#)

Technology Strength



Instrument	Manufacturer
Rometer	ALPHA, USA
Mooney	ALPHA, USA
Tensile Test	INSTRON, UK
Carbon Black Desperation	U-CAN, TAIWAN
Plasticity	WALLACE, UK

Instrument	Manufacturer
DIN Inbrassion	U-CAN, TAIWAN
Mini Mixing (1.7L)	CHINA
Endurance Drum Test	CHINA
Multi Function Tire Test	GOTECH, TAIWAN

Technology Strength



Advanced & Completed Equipment



Advanced & Completed Equipment

Technology Strength


ISO 9000 2012.04	TS16949 2012.10
ISO14001	INMETRO 2012.12
DOT 2010.12	ECE 2012.04
GCC 2012.06	Soncap 2012.04



Strict Quality Control System

*Excellent performance
showed in FMVSS139
by third-party testing lab
in USA*

Page 1 of 1



STL
STANDARDS TESTING LABS
Tough On Testing

HINSHAW
DOT 139 HIGH SPEED

JOB NO: <u>LS-888</u>		DATE: <u>3/23/22</u>	
SPEC NO: <u>FMVSS139</u>		TEST NO: <u>162308</u>	
TEST DURATION: <u>8.78 HOURS</u>		STATION NO: <u>11</u>	
NO NO			

TIRE MAKE: <u>HEADWAY</u>		LOAD RANGE: <u>8</u>	
MAX WFL: <u>225/80R17</u>	CONV: <u>TREEDOM 132</u>	TYPN: <u>SL</u>	
MAX INFLA SINGLE: <u>48</u>	MAX LOAD SINGLE: <u>1000</u>	DOT F: <u>8</u>	
DUAL: <u>NA</u>	DUAL: <u>NA</u>	T W: <u>8</u>	
CARBON CORD MAT: <u>F</u>	VELT CORD MAT: <u>S.P.S.</u>	APR NO: <u></u>	
NO PILES SIDEWALL: <u>8</u>	NO PILES TREAD: <u>8</u>	CONCRE: <u>RDG</u>	
TEST REV DIZ: <u>30.0 03</u>			

TEST TIME REQUIREMENTS			
TEST TIME	TEST TIME	TEST TIME	TEST TIME

TEST DATA			
DESCRIPTION	OR	OR	OR
WIND TEMP (°C) (1)			
WIND TEMP (°C) (2)			
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TEST DURATION: 8.78 HRS (COMPLETED: 3/23/22) TOTAL WIND: 288.8

REASON FOR REMOVAL: Test Complete. No other defects.

Tester: S. Parker Date: 3/23/22

Data above released
but not applicable for commercial
vehicles

© 1999 Rev. 2
STLP 28.1

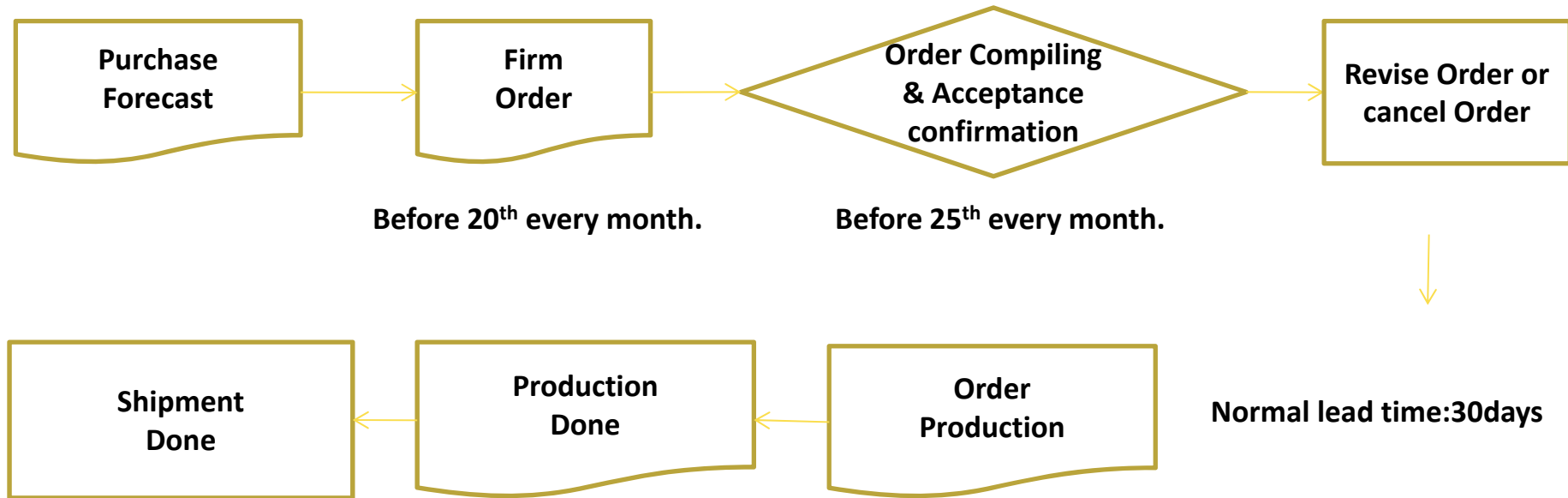
Complying European Standards

Size	Pattern	LI/SS	ECE	S-Mark	Label		
					Rolling Resistance Coefficient Grade	Wet Grip Grade	Rolling Noise Grade
195/60R14	HH301	86 H	E4-30R-0261092	E4-117R-014716 SW	E	E	71dB(A)
185/55R15	HH301	82 V	E4-30R-0261096	E4-117R-014716 SW	C	E	71dB(A)
195/55R15	HH301	85 V	E4-30R-0261096	E4-117R-014716 SW	E	E	71dB(A)
195/60R15	HH301	88 V	E4-30R-0261086	E4-117R-014716 SW	E	E	71dB(A)
205/60R15	HH301	91 V	E4-30R-0261098	E4-117R-014716 SW	E	E	71dB(A)
185/65R15	HH301	88 H	E4-30R-0261099	E4-117R-014716 SW	E	E	71dB(A)
205/65R15	HH301	94 V	E4-30R-0261088	E4-117R-014716 SW	E	E	71dB(A)
205/50ZR16	HU901	91XL W	E4-30R-0261101	E4-117R-024715 S2W	E	E	71dB(A)
225/50ZR16	HU901	92 W	E4-30R-0261102	E4-117R-024715 S2W	C	B	71dB(A)
205/55ZR16	HU901	91 V	E4-30R-0261089	E4-117R-024715 S2W	E	E	71dB(A)
215/55ZR16	HU901	93 W	E4-30R-0261103	E4-117R-024715 S2W	E	E	71dB(A)
225/55ZR16	HU901	95 W	E4-30R-0261104	E4-117R-024715 S2W	E	E	71dB(A)
205/60R16	HH301	92 V	E4-30R-0261105	E4-117R-014716 SW	E	E	71dB(A)
215/60R16	HH301	95 V	E4-30R-0261090	E4-117R-014716 SW	E	E	71dB(A)
225/60R16	HH301	98 H	E4-30R-0261091	E4-117R-014716 SW	E	E	71dB(A)
235/60R16	HH301	100 V	E4-30R-0261106	E4-117R-014716 SW	C	C	72dB(A)
205/55R16	HH301	90V	E4-30R-0261089	E4-117R-014716 SW	E	E	71dB(A)

Product Liability Insurance



Logistic



Production & Company Management System

- **MES(Manufacturing Execution System)**
- **ERP(Enterprise Resource Planning)**
- **ENET International Sales Management System**



Cheerful Feedback

HTG has successfully become the supplier of Wal-Mart in Canada.

In 2013, HTG will provide winter tire to Wal-Mart, and we also will develop new sizes together.



Recommendation Letter

...We have found the tire to perform well on all road conditions and the life of the tire to be well above standard expectations...

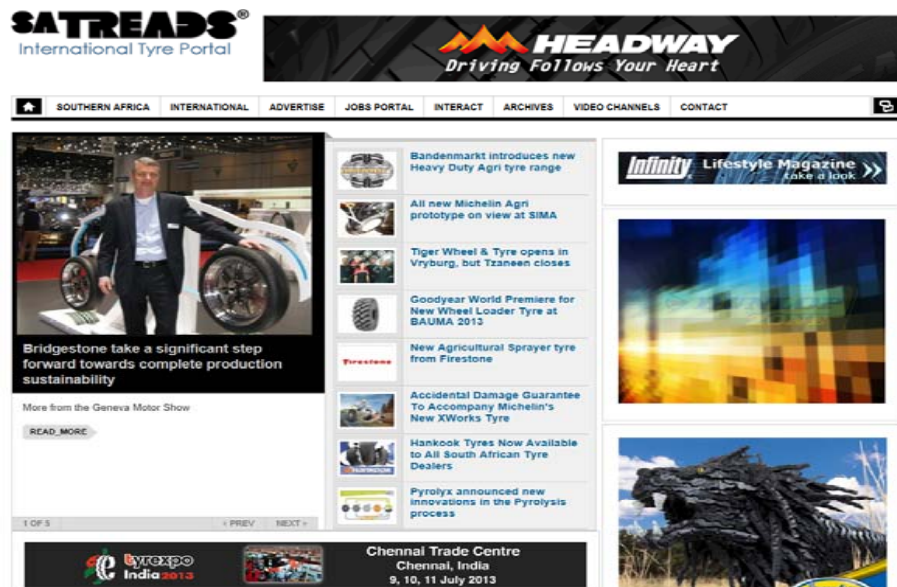
...If you considering to buy tires from China , I would highly recommend that you consider Headway and Horizon brand ...

...I have found the factory work well and consider you a partner and not just a customer ...



Cheerful Feedback

Headway tires are becoming more and more accepted by its distributors and consumers all over the world. Recently, some of our agent made advertisement on their local tyre industry website or their own website to market Headway brand. Through such kind of advertisement, the brand exposure can be increased so that consumers will have a better and deeper impression about the brand.



SATREADS®
International Tyre Portal

HEADWAY
Driving Follows Your Heart

SOUTHERN AFRICA INTERNATIONAL ADVERTISE JOBS PORTAL INTERACT ARCHIVES VIDEO CHANNELS CONTACT

Bandenmarkt introduces new Heavy Duty Agri tyre range

All new Michelin Agri prototype on view at SIMA

Tiger Wheel & Tyre opens in Vryburg, but Tzaneen closes

Goodyear World Premiere for New Wheel Loader Tyre at BAUMA 2013

New Agricultural Sprayer tyre from Firestone

Accidental Damage Guarantee To Accompany Michelin's New XWorks Tyre

Hankook Tyres Now Available to All South African Tyre Dealers

Pyrolyx announced new innovations in the Pyrolysis process

Bridgestone take a significant step forward towards complete production sustainability

More from the Geneva Motor Show

Chennai Trade Centre
Chennai, India
9, 10, 11 July 2013



VISITORS ↑
Registration

EXHIBITORS ↖

Buy a Booth Login **BADGE** ↑
Registration

ATLAPA Convention Center
Panama, Republic of Panama, July 24 - 27, 2013

TOOLS, CUSHION GUM, CAMELBACK, MASTER BATCH, TUNING EQUIPMENT AND ACCESSORIES, TIRE STORE SOFTWARE

Opening Hours:

Wednesday	July 24 10:00am To 4:00pm
	Inaugural Event 4:00pm To 6:30pm
Thursday	July 25 10:00am To 5:00pm
	Conferences / Speakers 10:30 am To 1:30pm
Friday	July 26 10:00am To 5:00pm
Saturday	July 27 11:00am To 3:00pm

SAILUN TIRES

TRIANGLE

To Know To Understand To Insist
HEADWAY
Driving Follows Your Heart

VIEW 2012 LATIN TYRE EXPO PHOTOS & VIDEOS

VIEW FLOOR PLAN & EXHIBITOR LIST

Cheerful Feedback

Based on our tires' excellent performance and good feedback in 2012, our client prefer to paid their own money to make a advertisement for our tires, and now the advertisement has played in national TV channel in Australia.
[Headway PCR TV Advertisement in Australia.mpg](#)



HTG 2012 Domestic Dealer Conference



Marketing Support

- ☑ **Brand protection**

Performance test period: 6-12mon.

- ☑ **Cost sharing on marketing investments**

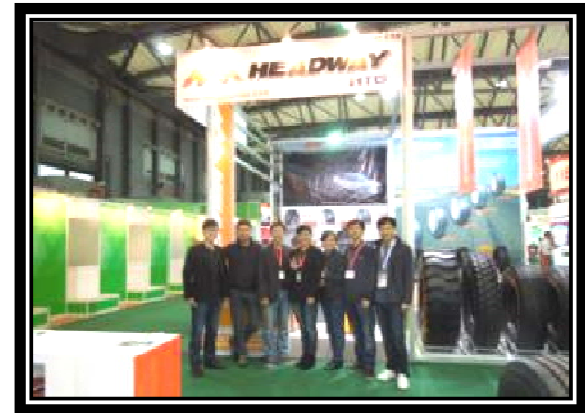
All advertising, exhibition/event and press release concerning Headway brand should be approved by Hengyu company before final implementation.

Exhibition

Taking Part in Top Shows in Tire Industry Every Year



Exhibition Show



Brand Building

To present in a uniform way





TO KNOW, TO UNDERSTAND, TO INSIST

Bedankt

Grazie

谢谢您

Thank You

СПАСИБО

Driving With Your Heart!

Danke

Tesekkur ederim

Merci

Obrigado

Takk

Gracias

Dank U