

# DSL Collaborates With Continental AG To Conduct 'The Truck Tyre Seminar'



Continental AG in collaboration with Douglas & Sons (DSL) conducted a series of special seminars to educate tyre dealers in the country on Continental truck tyres. The seminars covered the truck tyres dealer network Island-wide with the participation of the general management and the sales team of the tyre department of DSL.

The seminar was conducted by Huei Long Hong, Business Development Manager - Truck Tyres (Asia Pacific Region), Jagbir Singh Java, Zonal Manager (India) and Zainal Abidin Yaacob, Customer Service Executive (Technical) representing Continental. At the seminar, the dealers and fleet owners were made aware of the unique features of Continental truck tyres, the advanced construction of the tyre with enhanced endurance, safety mount and demounting of tyres and proper tyre maintenance methods and more.

Huei Long Hong, started the interesting session, sharing the story of the 140-year journey of Continental and its current progress as a globally acclaimed automotive solutions provider. The company's aptitude in terms of its global

footprint: 317 locations in 57 countries, number of employees: 189,168 employees worldwide and the sales turnover in 2014 of 34.5 billion Euros were presented by Hong during his presentation.

Zainal Abideen Yaacoob followed, presenting an interactive session on the unique features of Continental tyres and explained as to why you must choose Continental, and gave a clear comparison with other competing brands. Yaacoob also covered the basics of tyre constructions, the components of tyre, and firmly educated the dealers and fleet owners about the differences of cross ply and radial tyres, and its competitive advantages. Such advantages include, maximised durability, less heat generation, better grip on the road, ability to carry heavier loads and facilitating better and controlled steering.

The product features of HDR2 and the HSX2 tyres were explained during the presentation conducted by Jagbir Singh Java. Made for on road transportation, that is for vehicles such as containers, tankers and cargo carriers, the HDR2 has a strong bead core, narrow centre groove, optimum wider base for better heat dissipation, improved durability and provides maximum reinforcement through steel coil chaffer. The HSX2 is made for off road applications, such as tippers and heavy weight vehicles used in construction sites. This tyre is also manufactured to provide better stability and control, excellent re-treadability and resistance to cuts.

Concluding the session, Hong presented the product stories of HSR2 and LSR2, providing comprehensive information on their specifications and technical advantages. The seminar concluded with an innovative animated presentation by him on the advantages of using Continental truck tyres.