

# Toyo Tires

Posted on

Celebrating more than 70 years of business, Toyo Tires is a global brand recognized for its attributes such as innovation in engineering and design, quality, performance, as well as excellent service. Combined, the Toyo group of companies has development, manufacturing, testing, distribution, and marketing operations throughout USA, Europe, Asia, the Middle East, and Oceania. Toyo tire is ranked among the top ten largest tire manufacturing companies in the world.

G C Roche & Company, sub- sidiary of Douglas & Sons (DSL) is the sole distributor for TOYO tires in Sri Lanka. Toyo is a technology focused global brand with an extensive product lineup acclaimed for exceptional performance and quality. Tire products are for passenger vehicles, large vehicles such as SUVs, CUVs and pickup trucks as well. All tire types have gained popular world wide acceptance over many years and has established a longstanding OEM partnership with renowned Japanese motor companies. Popular consumer product lines offered by Toyo Tires include Proxes® (for high performance passenger cars, light trucks and race cars) and Open Country® (for light trucks and SUVs).

Toyo Tires had announced that it will establish a new R&D Center, the first European technology development site, in Germany (Willich, North Rhine-Westphalia).The center is planned to begin operation with an objective of building a strong technical foundation in Europe by strengthening the capability of product development, corresponding to the 'movement' of next generation mobility. With the establishment of the center, Toyo will have technology development sites in the United States, Japan and Europe respectively.

Toyo will enhance its capability of development among the current R&D centers and the new European center by combining and sharing knowledge and information collected. Toyo has further improved ultra high performance tires with spiral winding and a rim flange protector. Using high elongation steel cord and belt defender technology allows Toyo to extend its endurance than any other manufacturer and aggressively developing and promoting Nano Energy to achieve the goal of fuel efficient tire that rolls smoothly on dry roads and stops safely on wet roads.