



# Global Product Sourcing Enterprise

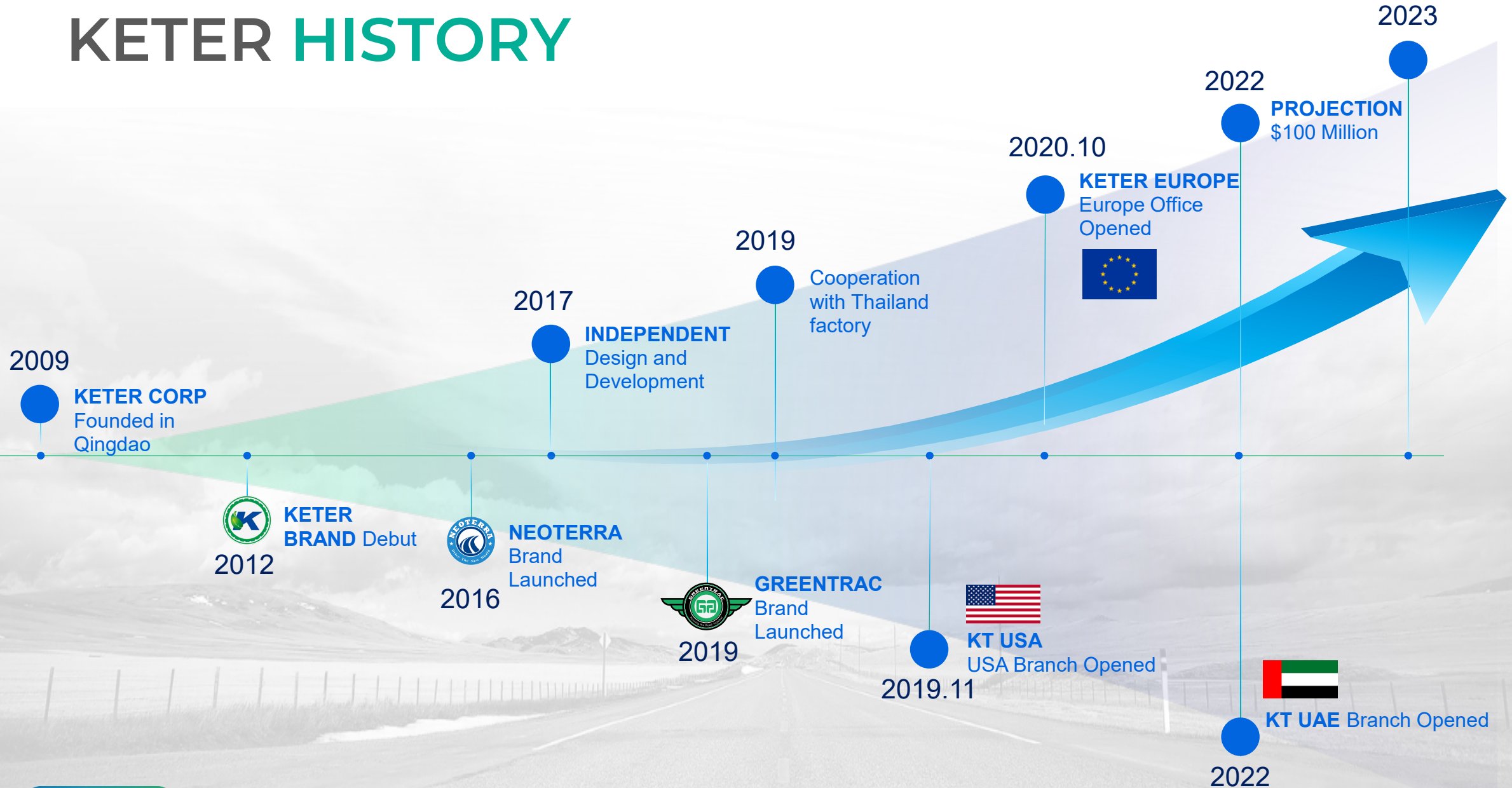
[KETER CHINA](#)

[KETER USA](#)

[KETER EUROPE](#)

[KETER UAE](#)

# KETER HISTORY





FROM CHINA



G L O B A L

In the last decade,  
We have been committed  
to integrating  
tyre resources from china;

We will continue to integrate  
and focus on  
global tyre resources  
in the future.



Products that  
**Work for YOU**



# KEY PRINCIPLE

01 **Ensure CUSTOMER**

Long-term Benefits

02 **Ensure Integrity to SUPPLIERS**

03 **Ensure FAMILY**

Well-being

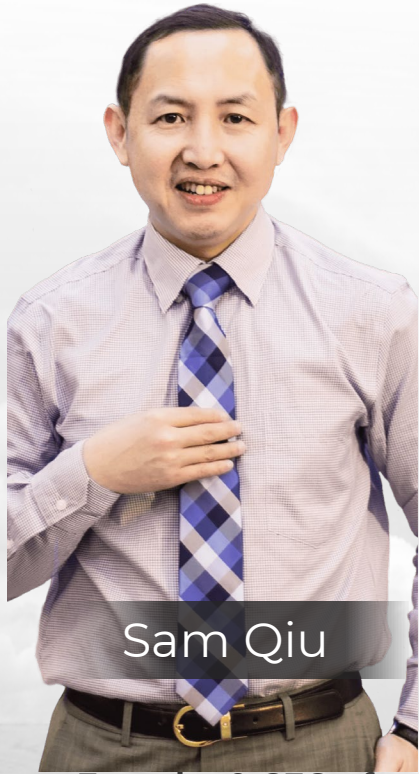
03 **Ensure STAFF**

Self-fulfillment





# KETER CORE TEAM



Sam Qiu

**Founder & CEO of  
KETER**

Business Leader & Entrepreneur.  
Dedicated to the Tire Industry for more than three decades.



Ada Yang

**Sales Director**

Engaged in the Tire Industry for over a decade, expertise in both products and marketing



Mary Ma

**General Manager of  
KETER Tire USA**

20 year tire veteran, used to work in GOODYEAR as senior manager in charge of marketing and operation.



Markus  
Gruber

**Sales Director  
Europe**

15 years experience in tire industry. Worked as Managing Director of Nokian Tyres Germany.

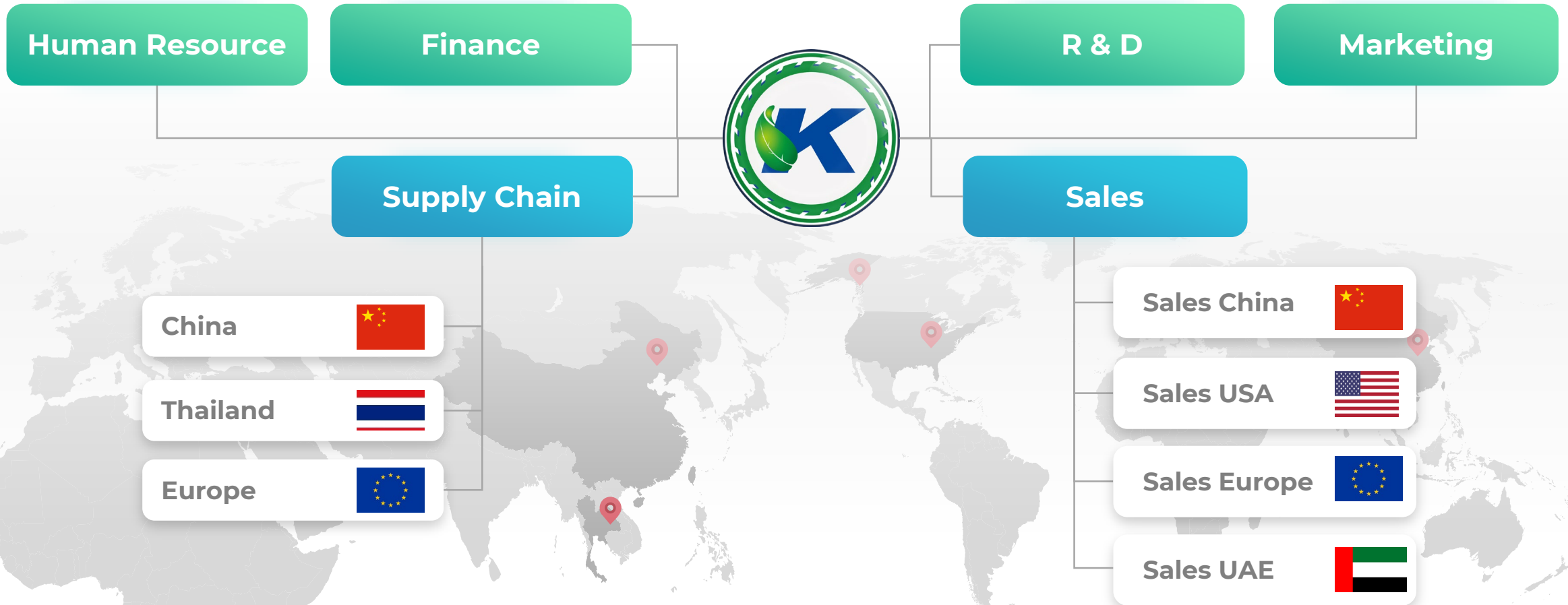


Bob Wen

**Technical Chief  
Engineer**

20 years of experience in the design of radial tire structure.

# GLOBAL ORGANIZATION



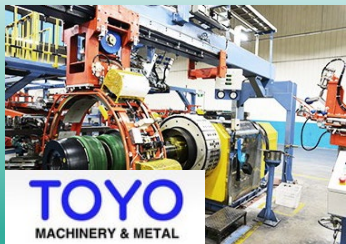


# GLOBAL FACTORY



VMI, TROESTER, KOBELCO brand manufacturing equipment for more stable performance in balance & quality.

## World-Class Equipment & Strict Quality Management





# GLOBAL FACTORY

All KETER cooperate factory are

**State-owned  
business**

**Listed company**



**SOLID**  
financial  
strength



**STABLE**  
product  
quality





# KETER BRANDS

## CLASSIC

Economical car tyres, the classic choice



 China

PCR

TBR

## PREMIUM

Reputation truck tyres, the professional choice



 Thailand

PCR

TBR

## PREMIUM

Premium car tyres, the quality choice



 China  Thailand

PCR

TBR

OTR

AGR

# GLOBAL PARTNERS



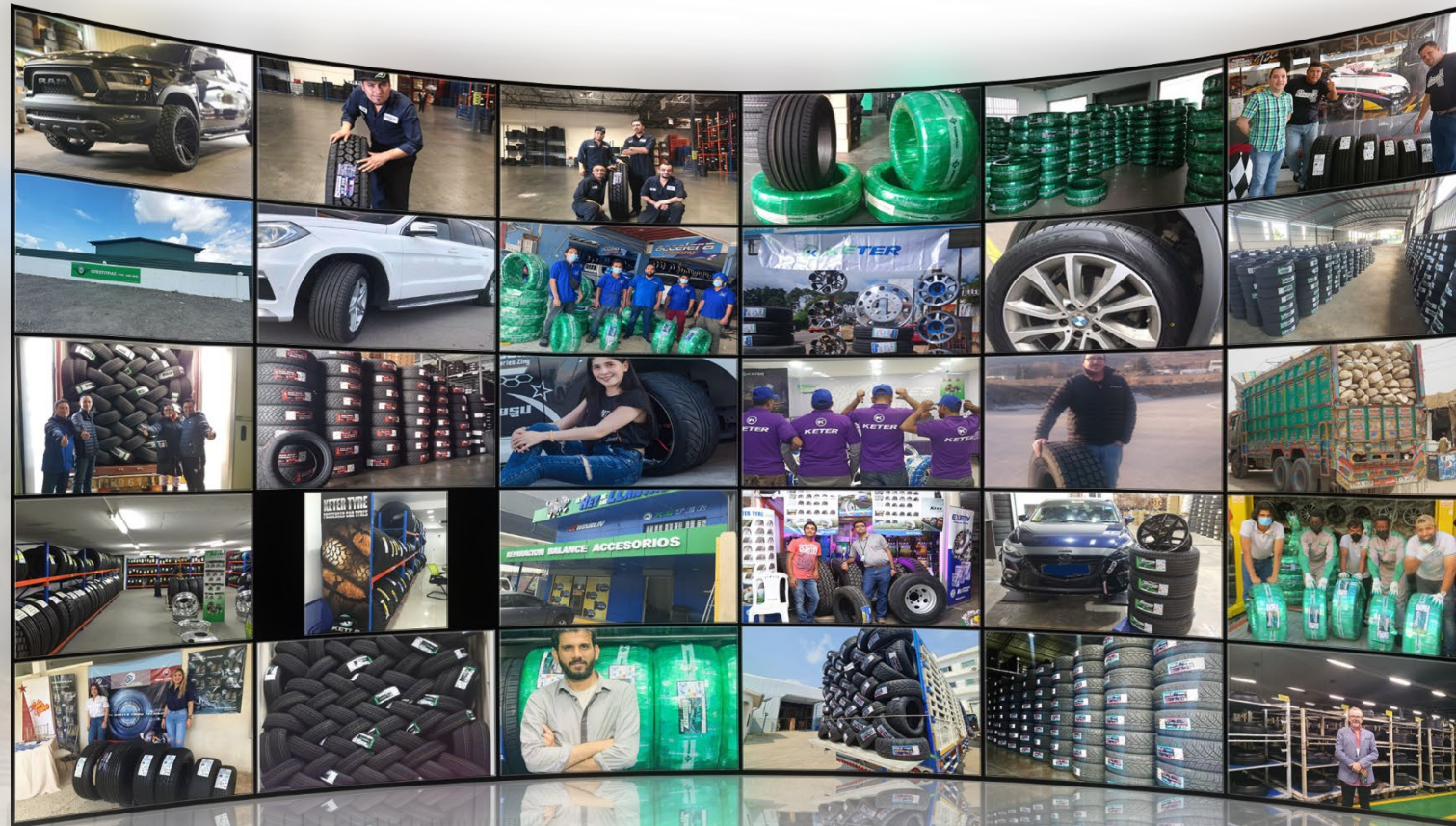
Since **2009**

**2600+**  
Customers

**176** countries  
all over the world



# GLOBAL PARTNERS





# GLOBAL TECH SUPPORT

## GLOBAL ENGINEERING TEAM

MORE THAN TIRES AND WHEELS

We have a **GLOBAL ENGINEERING TEAM** with German “gene”, to create our own patterns and optimize formula.

PCR TEAM

TBR TEAM

OTR& AGR TEAM



# GLOBAL TECH SUPPORT

All Series are Independently  
Developed by KETER



2018-2021

**45** Patterns

2022

**10** Patterns

2023

**12\*** Patterns

*\* in development*



Greentrac

Greentrac

**AGR**

**OTR**



Greentrac

Neoterra

**GTRD1**

**OD321**



Greentrac  
**QUEST-X**

Neoterra  
**NEOMAX-RT**

Greentrac  
**NEOSPORT-EV**

# GLOBAL TECH SUPPORT

## WIN-WIN pattern

win! × win!

Keter also have Co-developing patterns with our clients, here's some of the **successful cases** :



**HP tyre** (UAE and Korea)



**5+ HQ** /month



**UHP tyre** (Thailand)



**30+ HQ** /month



**HP tyre** (South America)



**5+ HQ** /month



**AT tyre** (Thailand)



**10+ HQ** /month



# GLOBAL MARKETING

Online

Offline

Customize

Website

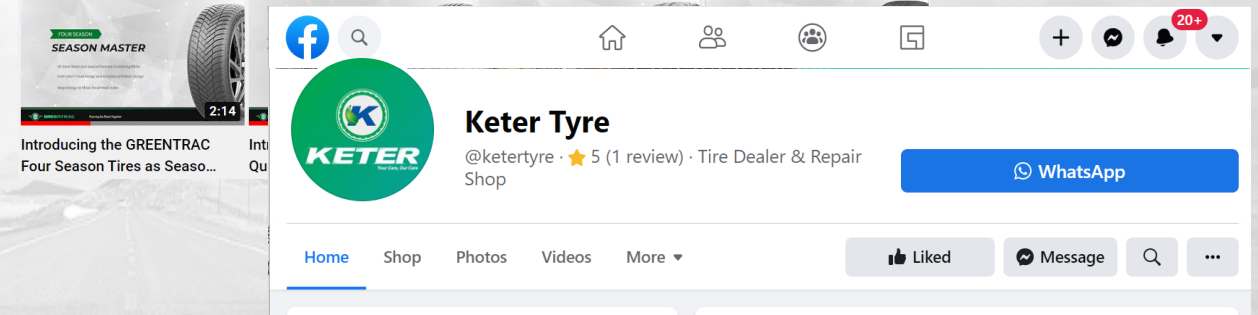
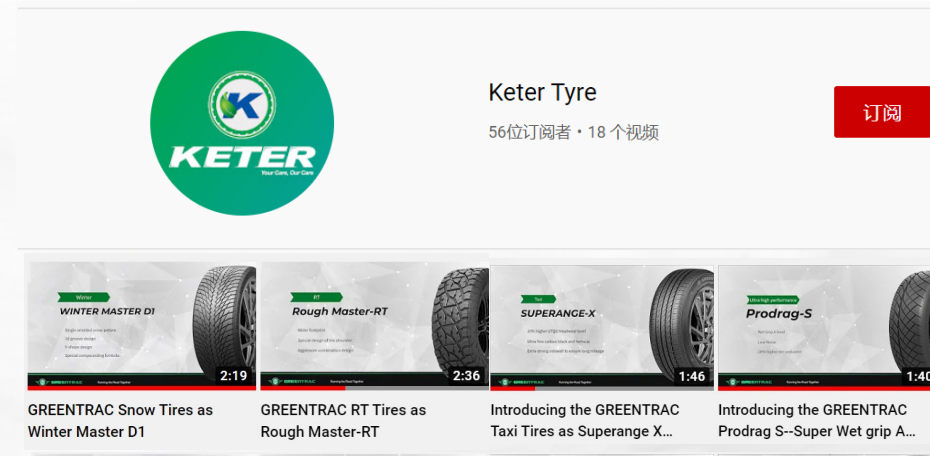


Social Media



Facebook : **Keter Tyre**

Youtube : **Keter Tyre**



# GLOBAL MARKETING



Online

Offline



Customize

Tyre show

 **BOLOGNA** ▶ 

 **LAS VEGAS** ▶ 



 **SHANG HAI** ▶ 

 **DUBAI** ▶ 

 **PANAMA** ▶ 

 **COLOGNE** ▶ 

 **JOHANNESBURG** ▶ 

 **SINGAPORE** ▶ 

8

INTERNATIONAL  
EXHIBITIONS



# GLOBAL MARKETING

Online

Offline

Customize

customized items

promotion items

We can offer customized items like over door advertisement, vehicle graphics, and specialized posters, to help you to establish selling advantages with excellent marketing quickly.



## 2023 GIFT PACK

Attractive store decoration with our exquisite design.  
The gift packs will come to you with the tires in container .

# KETER WARRANTY

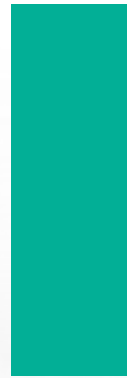


**15 DAYS**

**KETER company will give you feedback within 15 days.**



# KETER TEAM



Working For  
You!





# KETER TEAM





# KETER TEAM







# Global Product Sourcing Enterprise

Let's Build A Future Together