



OUTSTANDING PERFORMANCE.

Uni-directional tread design with large shoulder blocks and center blocks are for maximum traction in tough road condition.

Unique shoulder blocks, protection strip and 3D sidewall to enhance traction in muddy conditions and snowy condition.



CF3000 *M/T*

INVINCIBLE AND UNDAUNTED

SN-TIRE SHANDONG NEW CONTINENT TIRE CO., LTD.

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Vol. 2 2017 General

SNC TIMES

2017 SNC GREAT EVENT

The Introduction of SNC

Visiting Customers in Algeria

Wild Men Explored Lop Nur—One
of the Four No Man's Land

WE WANT YOU!!!



SN-TIRE

SHANDONG NEW CONTINENT TIRE CO., LTD.

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2017

THE INTRODUCTION OF SNC

SNC introduced a large number of advanced production facilities from Germany, Italy and other countries so as to produce high-quality products. And the high-quality production in each link is achieved by six rigorous production process of "mixing, extrusion, rolling, forming, vulcanization and inspection". Moreover, a number of advanced tire production lines are also introduced, thereby the production efficiency is greatly improved and the urgent demand for various models from consumers is also achieved.



THE POSITIONING

OFF-ROAD

CHALLENGE

SPORTS

THE DEFINITION OF THE POSITIONING

- Off-road is a kind of outdoor limit which is full of the nature of exercise and challenge. The core and essence of the off-road for Comforser is "challenge & sports".
- Challenge is to break through the limits and overcome the impossible. The success and self-fulfilment from the challenging process will bring you unprecedented pleasure and achievement.
- Sports is a positive performance, the goal of which is to achieve a good health by taking exercises. Different sports programs express the core of the sports spirit -- "faster, higher and stronger".

ROADCRUZA

THE POSITIONING

OFF-ROAD

MODIFICATION

EXPLORE

THE DEFINITION OF THE POSITIONING

- The off-road spirit of Roadcruza is to experience the green and get out into the natural world. It pursues the physical and mental release which makes a healthy condition for both body and mind.
- Modification is a need to meet individual demand which encourages us to create and take a unique way.
- Explore is to seek for genuine knowledge by practices which encourages us to gain knowledge in different fields.
- The core and essence of Roadcruza is to explore the unknown and create a unique way.

EQUIP AUTO ALGERIA

EQUIP AUTO ALGERIA is hosted once a year by Comexpo Paris which had held EQUIP AUTO, and it is the only professional auto after-sales and repair exhibition in Algeria. The exhibition hall is located in the capital Algiers of Algeria, and this exhibition has become an international professional exhibition which has a great influence in North Africa. The products at the show cover the entire auto industry, including all the latest technology and equipment for car design, repair and especially the after-sales.



Yinbao Tires Were Displayed at the Equip Auto Algeria 2017

Our sales representatives David, John and Lisa attended this show from February 26th to March 2nd, 2017. And they visited the customers in Algeria from March, 3rd to 15th, 2017.

Equip Auto Algeria 2017 was held at the Central Pavilion. The exhibition halls are divided according to countries, our exhibition booth was in the center of China Pavilion in the opposite of the booth of Hangzhou Zhongce Rubber Group. Yinbao Group attended this show with many main products to accelerate the development in Algerian market and enhance the influence of Yinbao Tires in North Africa. In the meantime, we focused on promoting the brand awareness of Comforser there and increasing the sales of existing distributors for Comforser. On the other hand, we will be committed to promoting the sales for Ginell and putting Roadcruza brand into effect in Algeria.

The customers of this show are mainly from the local area of Algeria, more than 50 customers in total. Overall, there were not many buyers for this exhibition, but most of the main distributors, small and medium-sized customers attended this tire exhibition. Our brands were more recognized in Algerian tire market by this exhibition.





VISITING CUSTOMERS IN ALGERIA

About Algeria

The public transport facilities are very underdeveloped in Algeria and most of the cities are on mountain and hills. There are no subways and light railways and bus lines are also limited in most cities, therefore, buying a car is a must. But local people's living standards and real purchasing power are not high, so economic vehicles are very popular there. The local transport department has strengthened the mandatory monitoring of vehicles, but has not yet carried out a fixed scrapped rules and regulations. 77% of the vehicles in the market are more than 10 years which implies the huge spare parts market for cars.

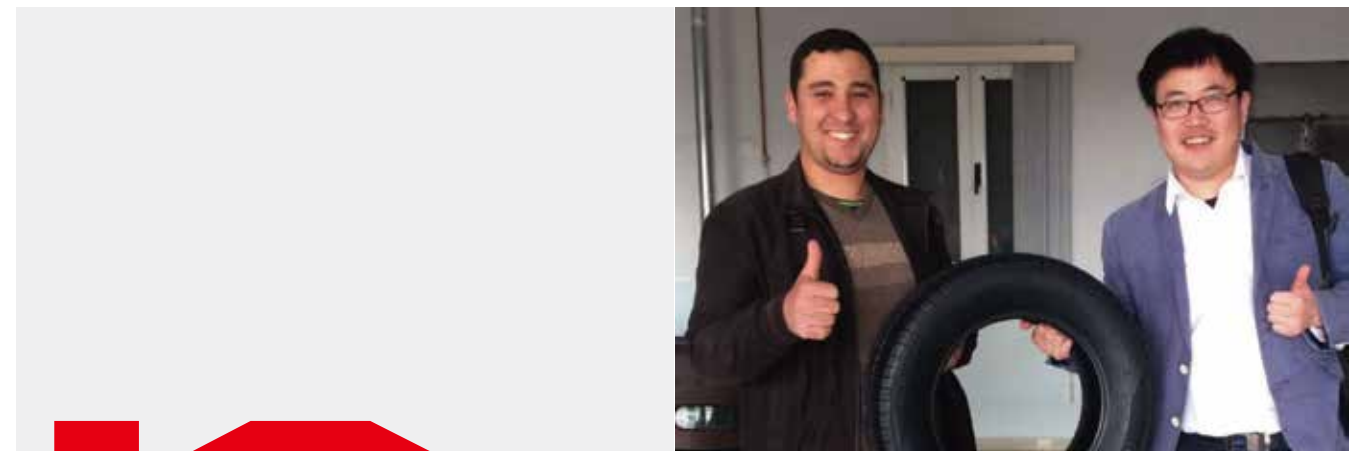
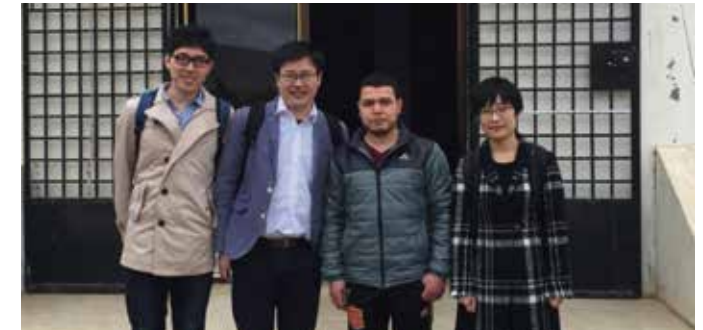
Thus, it can be analyzed that the local tire market has a great demand for all-steel tires, OTR tires and PCR tires as well. And the demand for Chinese tires which have good quality at reasonable price is greater by the influence of local economic development.

About visiting customers

David, John and Lisa made a 11-day visit for the customers in Sétif, Oum El Bouaghi, Constantine, Algiers and Blida provinces. They visited 2 customers per day, and 18 customers in total. The customers are local relatively large distributors and brand agents.

Firstly, they paid a 3-day visit to the tire shops in Sétif and knew more about the brands (especially Chinese brands), requirement specifications and price of the tires sold in the local market. Besides, we also learned about the local retailers' profit and knew the distributors' profit indirectly, all these information gave us a more objective understanding about the target market, the product and price positioning. Then we visited the distributors in Oum El Bouaghi and Constantine provinces and established contact with them. Finally we returned to Algiers and Blida provinces for a focus visit on the distributors who mainly sell international well-known brands and OTR tires, and with whom we exchanged views on the market and reached a consensus on future cooperation.

We had a further understanding of the whole tire market in Algeria and gained rich experience for developing the market further after a 11-day visit. We believe that Comfors-er, Ginel and Roadcruza will have breakthrough development in Algerian market in the near future.



VISITING



TYREXPO ASIA 2017

TYREXPO ASIA 2017 was held at Singapore Expo Center on March 21th, 2017. SNC tires were displayed at this show with unique off-road and fresh style. Numerous diversified products, especially our new brand ROADCRUZA attracted many tire experts and distributors at the show, and won a lot of praise as well.

RA3200, RA1100, RA710 and RA720 and other new products highlight the modified positioning of ROADCRUZA brand, and for this many distributors also showed great confidence. In 2016, based on the mature brand Comforser, SNC continuously integrates consumers' needs and launches the new brand ROADCRUZA which is different from COMFORSER and aimed at high-end market. Modified car tires are main products for ROADCRUZA and A/T(RA1100), M/T(RA3200), SUPER UHP(RA710 and RA720) are its core products. It will meet consumers' demand and improve the driving experience more deeply and concretely. This brand is young, fashionable, cool, full of energy and with the charm of modified culture as well.



ENDLESS QUIET COMFORTABLE DRIVE

CF510 CF610 HP

- Aggressive tread pattern design, designed for car owners who are in pursuit of comfort, quality and strong gripping performance
- Excellent steering, Strong gripping, Fine enjoyment of comfort and silence

Excellent operating

Stable gripping,
Powerful braking

Comfort and silence

Add comfort to
driving

Superior on wet road

Improve skid resistance
on wet road

VISITING CUSTOMERS IN THE UK MARKET

SNC mainly focused on the markets in America and Middle East before, after 2 years of development, we have occupied a sizable market share in the two regions and established a stable long-term cooperation with several super-large customers .

We will mainly focus on the European market this year. For this market, firstly, we made improvement on the products by increasing new patterns of HP and UHP---CF510, CF610, CF710 and CF720. In addition, we also put forward some strategies for brand building in the European market. UK as a very important market in Europe is very vital for us, in order to have further understanding and break into the UK market as soon as possible, we paid visits to several key customers at the beginning of March, 2017. China's tire industry has a great production capacity with unique advantages, as well as the strong support from the government, therefore, Chinese tyres have a great market share in UK. We are a newly-rising enterprise, but the customers gave a great affirmation for our products, model series, company philosophy and cooperative attitude. The market share of SUV is increasing in UK at present and this will be a new opportunity for SNC which has the unique advantage for SUV tires.



OPERATING FREELY PASSING UNIMPEDEDLY

CF710 CF720 UHP

Tires specially designed for “king” who are in continuous pursuit of extreme sports, and willing to enjoy better driving experience

Marvelous high speed driving performance

Excellent operation on dry and wet road

Fine enjoyment of comfort and silence

| | | | |
|----------------------------------|----------------------------|----------------------------------|--|
| | | | |
| High speed operation | Comfort and silence | Extraordinary on wet road | Fuel-efficient and environment-friendly |
| Traction and braking performance | Improve driving comfort | Enhance drainage property | Reduce rolling resistance |



COC China Off-road Championship

THRUSTER



SOLIDIFY
TIRE BODY

Without inner tube,
high strength rubber,
high strength tire cord
to enhance side wall



SPIDER WEB
STRUCTURE

Anti pressure,
cutting resistance,
durability



JIG-SAW
PATTERN

Without inner tube,
high strength rubber,
high strength tire cord
to enhance side
wall



WIDE DEPTH
GROOVE

Widen flat pattern
block with depth
groove, having
stronger pre



SAFETY AND
PROTECTION

Tire shoulder
compressive particle
designs effectively
prevent

INVINCIBLE AND UNDAUNTED



THRUSTER
OFF-ROAD COMPETITION



WILD MEN EXPLORED LOP NUR---ONE OF THE FOUR NO MAN'S LAND



Wild Men Were Ready for the Trip



Saw Off Our Wild Men

It was a trip without delay, a terrific experience in life time and the pursuit of freedom. The first season "Wild Men Explored the No Man's Land---Lop Nur" was held as scheduled on March 16th, 2017.

In response to the "Belt and Road Initiative" put forwarded by our General Secretary, wild men decided to revisit the silk road and promoted the protection for wild animals. They took the water from Yellow River into Lop Nur, praying that Lop Nur could be the oasis again and in the meanwhile raising people's awareness of water-saving in this way. At the same time they were going to explore the mystery of drifting Lop Nur, the sudden disappearance of ancient Loulan, the missing of scientist Peng Jiamu and the death of explorer Yu Chunshun.



Car Shows

The tires used for this trip through Lop Nur are Comforser 3000



Car Shows



Car Shows

Comforser 3000 with SUV pattern is specially designed for off-road terrain. Single-directional block patterns comprehensively enhance the driving force and operating performance. Large longitudinal block patterns strengthen the bearing force and the road holding.

Wide herringbone pattern blocks with grooves provide good drainage performance on mud and ice-snow roads. The tread formula with silicon molecules ensures that the tire has a longer mileage. Special pattern blocks on shoulders ensure that the tire has good grip and off-road performance.



Travel Through Lop Nur



Travel Through Lop Nur



Travel Through Lop Nur

**Follow us to travel
through Tibet in
September this year!**

VISITING SOUTHEAST ASIAN MARKETS

We paid a 10-day visit to the Southeast Asian markets from March 26th to April 4th, 2017, mainly including Hanoi, Vietnam, Bangkok, Thailand, and Tachilek, Myanmar.

From this visit, we learned that the situation in different Southeast Asian countries is not the same and the market demand is also different.

Vietnamese Market

Semi-steel radial tires of Chinese brand have a smaller share in Vietnamese market, so Vietnam is an emerging market with great potential. Some tire distributors mentioned that taking the taxi market as the entrance is a fast and effective brand promotion strategy. After knowing customers' demands, we recommended CF620 to them. CF620 which is economical and wear-resistant is specially designed for the taxi and it is very popular with taxi drivers in Chinese market. The test results are that its maximum mileage is 140,000 km and its average mileage is 110,000 to 120,000 km.

Meanwhile we found that the all-wheel-drive SUV also accounts for a certain proportion in Vietnamese market, the tires used on which are mainly all-terrain (A/T) tires. We showed CF1000 to customers and the pattern was well accepted by them. For CF1000, there are totally 23 sizes from 15 to 20 inches at present, which could meet most of the main vehicle models.

At the same time we also learned that as Japanese cars are in the majority in Vietnamese market, we should start the plan to develop the tire type specially for Japanese cars so as to meet the demands of the local market.



Thai market

There are many China's semi-steel brands in Thai market and correspondingly, there is fierce competition in the price, so the price-oriented distributors are in the majority. For an enterprise which has grand and long-term brand strategy, it's not a good choice to compete with other manufactures only on price. Based on the principle of "put quality before quantity", we focused on looking for some customers who have the same values with us. After communicating with them, we learned that they have a strong brand concept and also recognize our brand development strategy. And they are also very interested in our modified style and the high-end brand ---Roadcruza. We mainly recommended to our customers the large size SUV and UHP tires of Roadcruza so as to meet their demands for modified style. At the same time, we discussed with them about our strategic orientation of establishing the brand image shop and expanding our brand influence.



Tachilek, Myanmar

Tachilek is located in the Thai-Burmese border, which is a relatively underdeveloped area. Most of the vehicles are SUV and light trucks. Customers told us that as the road condition is not very good, basically the tire replacement cycle is 3 to 4 months or so. Compared with other well-known brands of tires, CF3000 has a good price advantage and an excellent driving performance, so it is well accepted and very popular with local distributors.



After the 10 days' visit, we knew a lot about the local tire market, but more importantly, we conveyed our marketing idea to many distributors: We adhere to the brand building as the core, manage the brand together with customers and share the business success with customers. The bilateral business relationship between customers and us is not only buyers and sellers but also strategic and cooperative partnership.

ROADCRUZA

EXPLORE WHERE YOU NEVER KNOW



TOUGH ROAD TERMINATOR



RA3200 M/T
RA1100 A/T
FINAL VERSION
OFF-ROAD MODIFIED TIRES



Claw tread pattern design with stronger gripping performance for modified vehicles



Rigid shoulder to reduce friction with features of anti pressure and abrasion resistance



Uni-directional depth pattern groove, showing outstanding off-road performance on mud road



attended compound formula with strong cutting resistance



Extraordinary steering, always brave difficulty in front of various road condition





The 14th China International Rubber Technology Expo was held in Qingdao from April 8th to 10th. At this show, a great number of visitors were attracted to our booth by our new and distinctive products, mainly including the most popular SUV tires and the newly designed winter and UHP tires.

SNC at Qingdao CTF EXPO 2017



All in all, it was a fruitful show. We met some of our existing customers and talked with them about the future cooperation. In the meantime, we also got contact with many new friends in the tire field and signed some new orders at the show as well. After the show, there were also some customers visiting our factory in Linyi...



We are looking forward to seeing you here next year. Welcome to Qingdao!

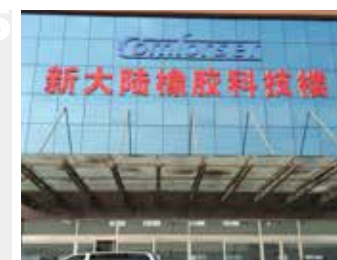


"Comforser is very popular in our country. Customers like it", said Mr Niyaz Khan from India, "That's why I want to try their new brand ROADCRUZA". Except India, we also met many visitors from other countries who were interested in our new brand---Roadcruza.

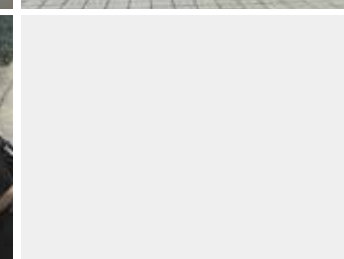
Customers Visiting SNC



Customers Visiting



Customers



Visiting

Visiting Customers



ROADCRUZA

EXPLORE WHERE YOU NEVER KNOW



**HANDING SPEEDY
DRIVING COMFORT**

RA720 UHP
FINAL VERSION
OFF-ROAD MODIFIED TIRES

- Flowing unidirectional tread design greatly improves the riding stability at high speed.
- 4+2 circumferential grooves for excellent water drainage in wet conditions.
- Newly developed shoulder design solved irregular wear for minimum noise level.
- SILICA compound formula for better grip performance on both dry and wet surface.



VISITING CUSTOMERS IN THE MIDDLE EAST IN APRIL

ITINERARY OF THE VISIT

April 4–10 Oman

April 12–18 Kuwait



Overview of the Tire Market in Oman

There are about 4 million people in Oman and most of them mainly concentrate around the capital of Muscat. People there are rich, but the public transport is underdeveloped and the car ownership is relatively large.

Different from other Middle Eastern countries, Oman is a mountainous country, so its SUV tire demand is huge. There is no railroad in Oman, and the land area is large and long, so its TBR tire demand is huge as well. Oman borders the UAE and the capital of Muscat is about 500 kilometers from Dubai, so quite a number of tires in Oman market are bought from the UAE.

This time we visited a few local customers with whom we contacted often and learned the basic situation of the market and the customers. Under the guidance of the customers, we visited their stores and warehouses which mainly concentrate in the capital of Muscat, the port of Sohar, the central city of Nizwa, the southern city of Salala, etc.



Overview of the Tire Market in Kuwait



The population of Kuwait is nearly 4 million with high per capita income, which is one of the 2 richest countries in the Middle East. Its car ownership is about twice of that in Oman and the tire replacement frequency there is high, the car owners would replace the tires usually after one year of use. And because of the cheap fuel, SUV and Pickup trucks account for a large proportion.

There are dozens of Chinese brands competing in the tire market of Kuwait, so the price competition is fierce and most of the main local distributors have their own stores there.

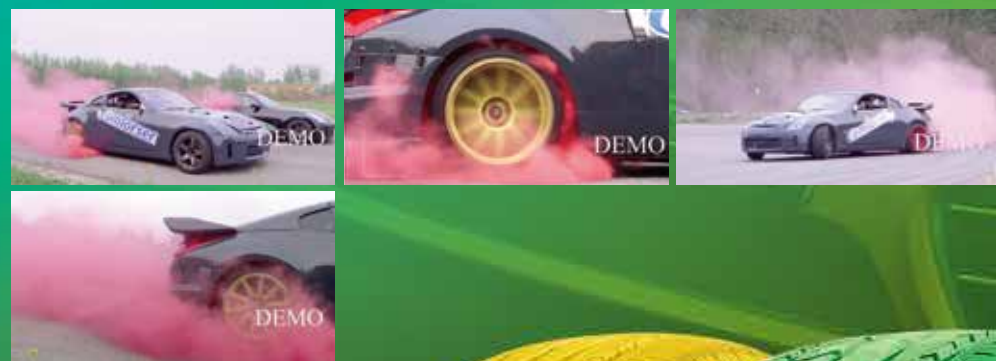


We visited several powerful and well-funded customers who had a strong purchasing intention. During this visit, we enhanced the understanding with each other, and at the same time customers took us to visit their warehouses and stores. These customers showed confidence for our tire quality and also looked forward to the further cooperation.

Personalized Option-Color Tires

Fashion and personality are considerable factors when customers spending on goods, tires are not exceptional. With the development of society, traditional black tires sometimes can't satisfy the demand of consumer groups who are in pursuit of fashion. In order to provide customers with a variety of options, Shandong New Continent tire newly released color tyres series in May 2016.

Such innovative designs could ensure the basic performance of tires, and bring more splendid experiences in fashion and aesthetic feeling.



COMFORSER OFF-ROAD TEAM DROVE INTO TIBET AND SENT SUPPORT TO CHILDREN THERE



Tibet is open-minded
We walk into her ancient days
And also awaken her new life

Tibet is progressive
We worship her experiences
And also join her future

Tibet is happy
We share her smile
And also listen to her voice

Tibet is warm
We feel her honest
And also return for her kindness

Tibet is beautiful
We enjoy the beautiful scenery there
And also care about the children there



Wrangler Off-road Club drove into the "secret Tibet" and started the shoot activity on April 1st, 2017. As a member of the club, Comforser Off-road Team actively participated in the activities of public assistance held by the club along the poor minority areas in Yunnan and Tibet. Wrangler and Comforser Off-road Teams drove into Tibet along the mountain path of Bingchacha and traveled across the place of "Tiger Mouth", delivering the donations for the pupils there. They are ordinary but also extraordinary, bringing the warmth and hope for the Tibetan children.

ROADCRUZA

EXPLORE WHERE YOU NEVER KNOW

SPEED AND CONTROL



RA4100 H/L

FINAL VERSION OFF-ROAD MODIFIED TIRES

- Asymmetric tread design for excellent riding stability and precise handling on wet roads.
- 4 circumferential grooves for excellent waterevacuation, minimizes the risk of aquaplaning at high speed.
- Various siping and lateral grooves efficiently reduce the riding noise.
- SILICA tread compound for lower rolling resistance and better grip performance.



**Free is the dream
pursued by so
many people.**



2017 “CHEBOHUI” CUP OPEN TOURNAMENT BY QINGDAO CARAVAN

There is a group of young people who love life and like to return to the mountains. They are willing to enjoy the beautiful natural scenery as well. No matter what they are doing, when they step into this cross-country, their mood is boiling.

In January, 2017, a group of enthusiastic drivers from the Wrangler Club got together and had a racing on a hillside in Jimo, Qingdao --- 2017 “Chebohui” Cup Open Tournament by Qingdao Caravan.

On the plain and the countryside field, in the mountain gully and the valley, where there is COMFORSER 3000, there are traces left.

As we all know, COMFORSER 3000 has irreplaceable advantages as follows,
Excellent cross-country performance.
Strong and powerful tiger claw tread blocks design ensures a strong grip performance.
Combined shoulder pattern design ensures the rigidity, enhances the tire shoulder tension and strengthens the climbing force on mud terrain.
Wide single-directional groove design ensures an excellent drainage and the grip performance on wetland.



With both beauty and performance, this is the extraordinary feeling that COMFORSER 3000 brings to us. COMFORSER 3000 allow you to drive fast on the racing field and also in mud and rocks terrain, all of the off-road driving can not work without it.



Racing on the track, crossing the hump,
passing through the mud and conquering all the
difficulties, that is COMFORSER
born to be fearless
Racing-grade off-road champion tire



**BE FEARLESS TO
CONQUER**

**RACING-GRADE OFF-ROAD
CHAMPION TIRE**



Superior carcass to
meet the technique
demands of sports car



Straightforward tread
pattern design to easily cope
with complicated racing track



Extraordinary off-road
performance,
excellent driving force



show the talent

WIN THE FUTURE
CREATE BRILLIANT
WE WANT
YOU!!!

Warm welcome

We warmly welcome worldwide partners who
are willing to work with us to create the No. 1 SUV
brand in the world. If you are looking for work,
join us and realize value with your talent. If you
are looking for high-quality suppliers, join us and
create a brilliant future.

