



Speed along the racing track
Cross the hump and mud pit
Conquer all difficulties and obstacles
This is the spirit of Comforser-- Conquer without any fear
Cross-country tire championship at competitive level



CONQUER WITH NO FEAR

CROSS-COUNTRY TIRE CHAMPIONSHIP AT COMPETITIVE LEVEL



Ultra-strong carcass
meets the technological
requirements of racing
cars.



Rough patterns are fit for
all kinds of complicated
racing tracks.



Excellent off-road and
driving performance



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

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Vol. 4 2017 General

SNC TIMES

2017 SNC GREAT EVENT

Comforser and Roadcruza
Tire at the 9th INDIA RUBBER
EXPO 2017

Comforser and Roadcruza at
Shanghai International Tire Expro

Visiting Agents and
Distributors in Eastern
Europe

Comforser Agent of Iran Visited
Our Factory Again in September, 2107

SNC Staff Picked Up Peaches
for Villagers at Qijian Village



SN-TIRE

SHANDONG NEW CONTINENT TIRE CO.,LTD.



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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



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” .



THE POSITIONING



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.

Comforser and Roadcruza Tire at the 9th INDIA RUBBEREXPO 2017

Comforser and Roadcruza Tires are being displayed at the 9th INDIA RUBBER EXPO 2017, a large number of visitors are attracted to our booth by our new and distinctive products which are mainly the most popular SUV tires and the newly designed winter and UHP tires.

Our enterprise has been attaching great importance to the India market, and we also put great emphasis on the booth construction for this exhibition. At this expo, we have the biggest booth at the best place and all the seats are occupied everyday.



At the exhibition,
our company was interviewed by
Doordarshan India (DDI).

Comforser and Roadcruza tires are highly recognized by India customers, many new customers are attracted to visit by our products' fame and popularity, and also start the negotiation with our staff at the booth.





Mr Gavin Liu, general manager of our company was interviewed by the exhibition organizer media.



We are looking forward to your next visit. The 16th CITEXPO is during 20-22 Aug, 2018.

SEE YOU IN SHANGHAI NEXT YEAR!

Comforser and Roadcruza Tire at CITEXPO 2017



The 15th China International Tire Expo 2017 was held at Shanghai World Expo Exhibition & Convention Center from August 21th to 23th. Our booth was located in HALL2, 2202. During the show, a great number of visitors had been attracted to our booth by our new and distinctive products, mainly the most popular SUV tires and the newly designed UHP tires.

Our enterprise has been attaching great importance to the professional tire exhibitions all over the world, and we also put great emphasis on the booth construction for the exhibition. At this expo, we have the biggest booth at the best place and all the seats at our booth are occupied everyday.



The 16th China International
TIRE EXPO 2018
20-22 Aug / Shanghai / China



Comforser and Roadcruza at Shanghai International Tire Expo

China International Tire Expo 2017 is held at Shanghai World Expo Exhibition & Convention Center from September 20-22th. Our booth is located in HALL N1, 1A251. During the show, a great number of visitors have been attracted to our booth by our new and distinctive products, mainly the most popular SUV tires and the newly designed UHP tires.

Our enterprise has been attaching great importance to the professional tire exhibitions all over the world, and we also put great emphasis on the booth construction for the exhibition. At this expo, we have the biggest booth at the best place and all the seats at our booth are occupied everyday.

Comforser and Roadcruza tires are highly recognized both at home and abroad, at this show, many new customers are attracted to visit our booth by our products' fame and popularity, and also start the business negotiation.





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



COMFORSER

Comforser Tire has been recognized as a trusted, leading private brand since 2013. With a reputation for quality, service and leading edge technology, Comforser becomes premium China-made tire brand offering a unique mix of consistency and value.

Confident

We offer a complete line of products for a variety of applications, including: Summer&Winter Passenger, Ultra High Performance tire, LT/SUV. Comforser is simple –nothing to spoil your driving experience. Comforser offers a pure driving experience tailored to for all your needs. Whether you're driving down the street, taking it off-road, or driving through the snow. Comforser Tires gives your Passenger car, light truck or SUV the power to plow through mud, rock, snow, and any terrain that comes your way. Designed for durability and long tread life, our tires are the surefire way to improve performance, from the group up.

Creative

You know value when you see it and are determined to embrace new choices. Comforser CF3000 is legendary for durability, off-road performance, long tread life, and an aggressive directional tread pattern. It's designed to help trucks work hard on pavement, then work just as hard when roads are muddy, snowy, and rocky-or when there are no roads at all.

Supportive

We know that customers want value, a fair price, reliability and safety. That's why we support all of our programs with informative point-of sale material, attractive signage and superior customer service. At Comforser, our goal is to be your complete passenger tire line supplier, with the products and programs you need, and the service and support you deserve.

Our guiding principles of Performance, Engineering, Quality and Value continue to drive Comforser to remain a cornerstone of reliability and quality for our customers.vzvv

Advertisements for Comforser on Philippine taxis



THE 2017
ULTIMATE
DRIVER'S CHOICE

CAR INDEX

Comforser
CF500

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Acura Integra (2465)	202
Acura Integra (2466)	202
Acura Integra (2467)	202
Acura Integra (2468)	202
Acura Integra (2469)	202
Acura Integra (2470)	202
Acura Integra (2471)	202
Acura Integra (2472)	202
Acura Integra (2473)	202
Acura Integra (2474)	202
Acura Integra (2475)	202
Acura Integra (2476)	202
Acura Integra (2477)	202
Acura Integra (2478)	202
Acura Integra (2479)	202
Acura Integra (2480)	202
Acura Integra (2481)	202
Acura Integra (2482)	202
Acura Integra (2483)	202
Acura Integra (2484)	202
Acura Integra (2485)	202
Acura Integra (2486)	202
Acura Integra (2487)	202
Acura Integra (2488)	202
Acura Integra (2489)	202
Acura Integra (2490)	202
Acura Integra (2491)	202
Acura Integra (2492)	202
Acura Integra (2493)	202
Acura Integra (2494)	202
Acura Integra (2495)	202
Acura Integra (2496)	202
Acura Integra (2497)	202
Acura Integra (2498)	202
Acura Integra (2499)	202
Acura Integra (2500)	



On September 11th, 2017 "Simaqian" Cup Finals of China Auto Off-road Championship (COC) were held at Yellow River International Raceway Park in Hancheng, Shanxi Province. Sunhao from Comforser Racing Team performed well and won the championship in the Open Group, and they also won the championship of the Club Cup for Comforser Racing Team with his teammate Gu Kui. Zhuang Guoping from Comforser Chery Tiggo Racing Team obtained the third place in Diesel Manufacturer Team.

In the final, Lead Diver Sun Hao from Comforser Racing Team had excellent performance same as in the preliminaries with 4m 31s 98, and easily won the championship in the Open Group. It is well to be reminded that the result ranks third in the finals, just less than 0.1s slower than Qiaoxu, the famous racer. With the outstanding performance of the two drivers in the final, Comforser Racing team won the championship in the Open Group.



In this competition, Comforser Racing team won 2 championships, a second and a third prize. The excellent performance of this competition benefited from our team's increasingly professional management and operations, and Comforser Racing Team will be on to striving toward the next championship achievement.



Comforser Racing Team Won the Championship in 2017 COC in Hancheng, Shanxi Province

Comforser Racing Team Won Double Championship in Qinglong COC 2017

On September 11th, 2017 "Twenty-four turns" cup, Finals of China Auto Off-road Championship (COC) were held at Yellow River International Raceway Park in Qinglong, Guizhou Province. Sunhao from Comforser Racing Team performed well and won the championship in the Open Group, and they also won the championship of the Club Cup for Comforser Racing Team with his teammate Gu Kui. Zhuang Guoping from Comforser Chery Tiggo Racing Team obtained the third place in Diesel Manufacturer Team.

After the race in Qinglong, China Auto Off-road Championship (COC) will move to Tongren and continue the competitions in Guizhou Province. Comforser Racing Team will go on striving toward the next championship achievement.



Comforser Tire is born for
Auto Off-road Championship!
Let's expect more
exciting games.



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





ISITING AGENTS AND DISTRIBUTORS IN SLOVENIA

This time, our general manager Liu Qi, sales manager Amy and Magina visited Slovenia, Slovakia, Albania and Latvia. In this visit, we introduced our new tire patterns and sizes to customers, and analyzed and summarized sales situation in the first half of 2017 and discuss the orders in the second half of this year with them.



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
Traction and braking performance



Comfort and silence
Improve driving comfort



Extraordinary on wet road
Enhance drainage property



Fuel-efficient and environment-friendly
Reduce rolling resistance

Visiting Agents and Distributors in Middle East

In the development of our company's worldwide business, Eastern Europe is one of the most important global markets for us. We set up agencies in almost every country there and also enjoy a high reputation in Eastern Europe. In order to offer better service for our agents and know the market situation better, we would visit our agents there several times every year.

This time, our general manager Liu Qi, sales manager Amy and Magina visited Slovenia, Slovakia, Albania and Latvia. In this visit, we introduced our new tire patterns and sizes to customers, and analyzed and summarized sales situation in the first half of 2017 and discuss the orders in the second half of this year with them.

The current market competition is increasingly intense, we will always be consistent with our agents and distributors and work together with them to face up to all kinds of situation changes. And we should always keep offering the best products and service to customers, and jointly with our agents making Comforser and Roadcruza well-known brands in Europe market.



ROADCRUZA

TAKE YOU TO DISCOVER MORE

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



Patented compound formula
with strong cutting
resistance



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



Comforser Agent of Iran Visited Our Factory Again in September, 2107



ur exclusive agent of Iran visited our factory again in September, 2107. They signed exclusive agent agreement with our company since the end of 2016 after the friendly exchange of visits to each other. After signing the agreement, both of us have been working together to prepare for the event that Comforser brand could enter the Iranian market successfully.

So far, Comforser brand has successfully completed the government registration in Iran, and passed the inspection of Iranian Tire Inspection Organization with excellent quality, and got the certificate from the Ministry of Industry, Mine and Trade of the Islamic Republic of Iran, which is equivalent to get the license to export to Iran. The first shipment of tires with 35 sizes will be shipped to Iran in October.

During this visit, we reached agreement on the production plan of the new sizes for the demand of Iranian market, and further discussed our cooperation in 2018. We believe that by their mature and perfect marketing channel in Iran tire market and our excellent quality and good service, Comforser brand will eventually become a dazzling star in Iran.

"Comforser is very popular in our market, we have get many good feedback from my customers", said Mr Boris from Moscow. Compared with other well-known brands of tires, CF3000 has a good price advantage and an excellent driving performance, so it's well accepted and very popular with local distributors. Though face to face communication, we learned more about customers' requirements, and found the shortcomings of our services, so that we could provide more profits to fulfill win-win cooperation with our customers.



Comforser

ROADCRUZA

TAKE YOU TO
DISCOVER MORE

BE HERO FOR PASSION



RA2000 H/T FINAL VERSION OFF-ROAD MODIFIED TIRES



Closed shoulder design effectively improves riding mileage, and reduce the irregular wear.



Wakened sipes for more quiet and comfortable riding feeling.



Strengthened structure provides better riding stability and endurance quality.



Longitudinal grooves provide rapid water drainage and ensure the safety on wet roads.



Straight pattern design enhances the riding stability at high speed.



DYNAMIC AND COMFORTABLE



RAS10 H/P FINAL VERSION OFF-ROAD MODIFIED TIRES



Optimized ground contact shape reduces the rolling resistance and enhances the riding stability.



Variable pitch and optimized lateral groove angles efficiently reduce the riding noise.



Strengthened structure promotes tire mileage.



4 wide longitudinal grooves provide rapid water drainage and ensure the safety on the wet roads.



Compound formula with high percentage of silica enhances the grip performance on the wet surface.



Comforser Agent of Balkan region Visited Our Factory in October, 2107

In October, 2017, BIBAJ Company, our exclusive distributor for Comforser brand in the Balkan region, came to visit our company and factory. After more than one year's cooperation with our company, they have fully understood our products and business philosophy, and also had a strong desire to deepen cooperation with our company.

BIBAJ Company started to cooperate with our company from the second half of 2016. At the beginning, they bought our snow tires, then they expanded to a full range of our products. Comforser brand earned customers' trust for them with excellent quality and perfect service. In the past one year, we've been working together with their company and making Comforser brand widely and well known in Eastern European countries.

From the beginning of the establishment, we SNC Tire Co., Ltd. have been adhering to the business principle of "Quality First" and keeping manufacturing excellent tires with stable quality and superior performance. And our company is also the first tire manufacturer which put forward the strategy of "To Be China No.1 SUV Tire Brand".

In the future, our company hopes to establish more and deeper strategic cooperation and develop more competitive tire products with customers and users, leading the trends of innovation of this industry.





SNC STAFF PICKED UP PEACHES FOR VILLAGERS AT QIJIAN VILLAGE

Qijian Village is located at the foot of Tangwang Mountain, during the period of Anti-Japanese War, the famous Tangwangshan Battle happened here, which made great contribution to the establishment of New China. However, due to the long-term poor transportation, the village is rated as the provincial poor village.

In recent years, villagers have changed crops planting structure, they take advantage of local mountain and water resources to plant peach trees on a large scale. This year, villagers have a good harvest and peaches are big and sweet. But the peach sales are not good due to the poor merchandising.



On October 14th, 2017, General Manager Gavin and Manager Jason of Sales Department organized SNC staff to visit Qijian Village. Under the guidance of villagers, all SNC staff helped the villagers pick up, carry and pack peaches. At the same time, all SNC staff advertised the peaches for villagers by various social networks. The advertising on social networks collected many clients to taste and buy peaches at the Qijian village. This relief activity won a high praise from local villagers.

We Shandong New Continent Tire Co., Ltd have been always committed to all kinds of relief activities at many regions of Yishui County. As a tire manufacturing enterprise, we not only create benefits for society, but also send our care and love to the people in need, gaining high praise from people and government.



COMPANY PERSONNEL BIRTHDAY PARTY



On October 25th, 2017, SNC Tire Co., Ltd held Birthday Party for Amy, John and Manager Gavin whose birthday are in October. Every month our company would have a nice birthday party for those colleagues whose birthday are in this month which greatly enriches our leisure time. On the birthday party, firstly, birthday boys or girls open their birthday cards on which there are birthday wishes from other colleagues. After birthday wishes are read, we light the candles on the cake and sing the birthday song for birthday boys and girls. Then everyone shares the birthday cake. The birthday cake of this month is very special, there are our Comforser and Roadcruza logo on it. Everyone wishes that our tires will keep continued sales growth as ever before.



Each birthday party gives us different warmth, and the mutual trust, respect, help and love from colleagues make us more love this big family. Everyone wishes to develop and progress with our company and wishes our company to be better and stronger.