

ROADCRUZA

TAKE YOU TO
DISCOVER MORE

**EXTREMELY
DYNAMIC**



RA710 **RFT**

**FINAL VERSION
OFF-ROAD MODIFIED TIRES**



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

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Vol. 3 2017 General

SNC TIMES

2017 SNC GREAT EVENT

Russia (Moscow) International
Tires & Rubber Expo in April, 2017

Travel the World
Kubuqi Desert Crossing Challenge

The Second Time to Visit
Britain in June, 2017

2017 Latin American &
Caribbean Tyre Expo in Panama

The Trip of Visiting Customers
in Lima, Peru in June, 2017



SN-TIRE

SHANDONG NEW CONTINENT TIRE CO., LTD.

A magnitude 7.0 earthquake struck Jiuzhaigou,
Sichuan Province at 21:19
on August, 8th.

***BLESSING
JIUZHAIGOU.***

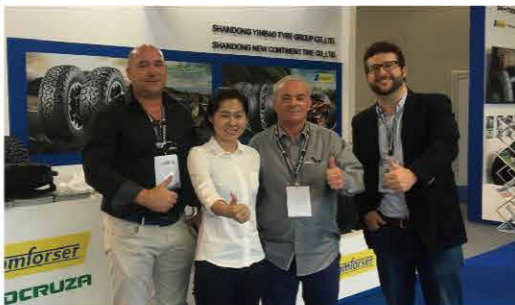
Comforser prays for Jiuzhaigou and wishes
everything goes well.

Stay strong! We are with you!



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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.





RUSSIA (MOSCOW) International TIRES & RUBBER EXPO IN APRIL, 2017

As the most influential tires and rubber expo, Russia (Moscow) International Tires & Rubber Expo (April 22-26th, 2017) is one of the biggest professional exhibitions in Russia and the CIS region. It is also the only tires and rubber manufacturing and trade fair which is professional and has a wide-range influence in Russia.

When our brands---COMFORSER and ROADCRUZA appeared at this year's expo, a large number of exhibitors and wholesalers were attracted. Among all our tire patterns, the pattern CF3000 is especially popular with the local customers and customers from Kazakhstan, Ukraine and other neighboring countries. As we all know, the Russian market has a very large demand for snow tires, while our new RW777 pattern of SUV snow tires exactly meets the market demand here. This pattern is innovative and practical, attracting many exhibitors and distributors to discuss the cooperation issues.

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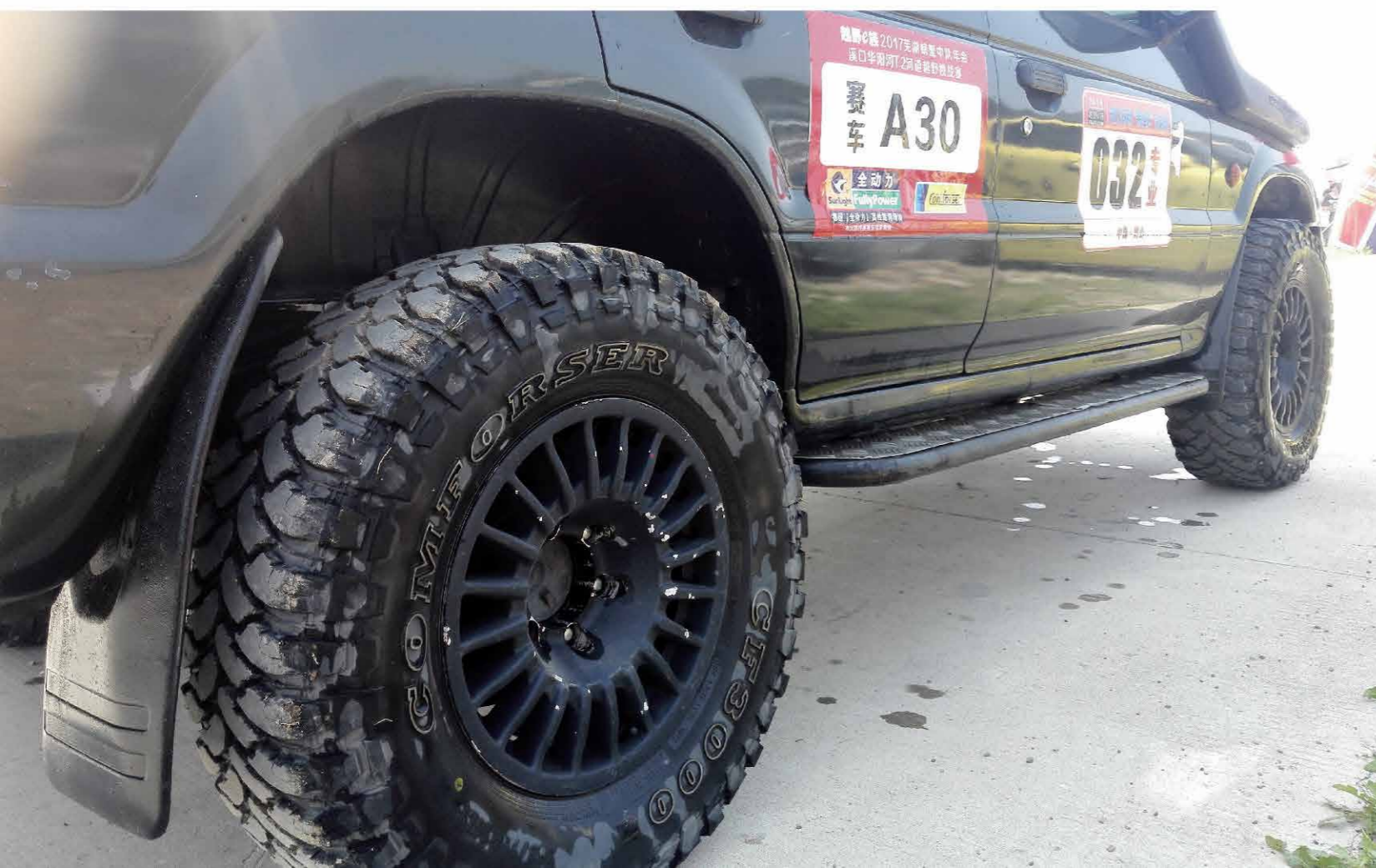
COMFORSER TIRES APPEARED IN SUV T3 RIVER TOUR RACING OF EAST CHINA

The SUV T3 River Tour Racing of East China concluded with a perfect ending in Xuancheng, Anhui Province in May, 2017.

There were over 100 well-known drivers from all over the country, more than 200 vehicles and 600 participants taking part in this event. Large and exciting, it brought a wonderful sports feast for numerous off-road enthusiasts.

After a tense game, Wuhu Crab Team of Cross-country E Family finished third. They could make such achievement not only for the drivers' excellent driving skills and psychological conditions, but also for the high-quality vehicle equipment.

The tires Wuhu Crab Team used were Comforser 3000 tires. Comforser tires 3000 are the most comprehensive off-road tires for Cross-country E Family. The claw tread pattern design makes the tire have superior grip performance. Rigid shoulder provides good impact and abrasion resistance. There is also an excellent driving performance for tough road conditions. Uni-directional depth pattern grooves are good for drainage and mud shedding. And patented formulation provides a good cut-resistant performance.





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





Travel the World Kubuqi Desert Crossing Challenge

There has been no road on the boundless desert since ancient times, and always there are some people who are born for challenging to cleave paths on the sand.

A few days ago, the competition of "Travel the World, Kubuqi Desert Crossing Challenge" which was sponsored by Comforser Tire and organized by Shanxi Travel the World Automobile Club came to a successful end in Qixing Lake of Kubuqi Desert. The day before the competition, racing drivers warmed up in the desert, acquainted with the racing atmosphere. The competition officially began on 9th morning. The racing track is a V route in the whole desert which is 5 kilometers from the starting point of Mingshawan to the return point and then back to Mingshawan.

In the fierce PK, Wrangler driver Yun Peng won the first place in 4 minutes and 18 seconds, the prizes were 4 pieces tires of Comforser 3000. Captain Adai of the "Travel the World Automobile Club" and captain Huzi of Xinzhou Squad tied for second place separately in 4 minutes and 36.6 seconds and 4 minutes and 35.6 seconds, the prizes were a thermos flask and a box of tire valves. Yun Peng told us, in the desert competition, his Jeep Wrangler is fitted with Comforser 3000 tires. The outstanding sediment flushing performance of CF3000 made him get a big advantage in winning the competition.



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



SNC

CHERRY PICKING ACTIVITY WAS SUCCESSFUL.

After the cherry feast, it was a pleasant feast called Laoshan rural restaurant. In the idyllic farming family courtyard, everyone was full of happiness and enjoyed their delicious food. SNC holds this meaningful activity, which offers employees an opportunity to contact with the nature and idyllic life. This activity not only dispels the exhaustion of employees in daily work and life, but also broadens people's visions. It also enhances the friendships and group cohesiveness, and stimulates people's enthusiasm of the work and life.

In the early summer, it was the harvest time for the some farmers. On May 20, a special "I Love U" day, SNC all staff holded a cherry picking activity in Flower Wave Forest Park ,which was a beautiful place.

This activity will enrich the employees' leisure and cultural life, enhance team cohesion and centripetal force. At the same time, employees enjoys a lighthearted and enjoyable journey while they are busy in daily life.

We arrived at picking garden in the early morning, and people spread out and pick off the red and yellow cherries, enjoying the cherry feast. With a blue sky and white clouds, there were a lot fruits on the cherry trees. While people enjoyed the sweet and sour cherries, the heart is closer to each other.





CF710
RFT

**SMOOTH OPERATION,
FREE MOVING.**



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





YINBAO TYRE GROUP ATTENDED AUTOMECHANIKA DUBAI 2017 WITH ITS MAJOR PRODUCTS

Automechanika Dubai 2017 was grandly held in Dubai World Trade Center from May 7th to May 9th.

Yinbao Tyre Group attended the exhibition with multiple products, including TBR brands YINBAO, GOODTYRE, GOLDTYRE, DISTANCE and PCR brands COMFORSER, ROADCRUZA.

AUTOMECHANIKA DUBAI is honored as the biggest and most influential automotive aftermarket exhibition in middle east with the advantages of strong attraction, high standard of internationalization, and strong innovation. In Yinbao's cross-country style exhibition area, numerous of visitors from Middle-East, Africa and the Indian

Subcontinent were attracted by our unique pattern design and high quality products. On the spot, visitors and our exhibitors made conversations and carried out business cooperation.

The stunning debut of Yinbao products at Automechanika Dubai fully demonstrated the strong product strength and technology research & development level. The exhibitors fully understand the tire market and the industry with the development of new products during the discussion with the new and old clients, which is the basis for the future sales.



In the long-term industry planning, Yinbao Tyre Group will continue to build a national brand as its goal, and constantly develop high-quality own products, and actively take measures to deal with the current complex market situation. At the same time, Yinbao Group will continue to broaden the market channels, enhance product sales, further improve their own strength in the existing level of development, and strive to develop a new world of enterprise development under the environment of industry reshuffle.



ROADCRUZA

COMFORSER



ROADCRUZA

TAKE YOU TO DISCOVER MORE

TOLIGH 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



atented compound formula with strong cutting resistance



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



ITALY (BOLOGNA) AUTOPROMOTEC 2017

About Italy (Bologna) Autopromotec:

Italy (Bologna) Autopromotec is an important exhibition in the field of vehicle maintenance in the Western Europe. The exhibition focused on showing tires and wheel hubs before, after 30 years' development, now it becomes an exhibition covering tires, wheel hubs, car fix tools and vehicle maintenance service.

AUTOPROMOTEC is held every two years alternately with Reifen Essen Tyres since its foundation in the late 60's of last century. It is one of the most influential tire expos in Europe and has been held 24 sessions.

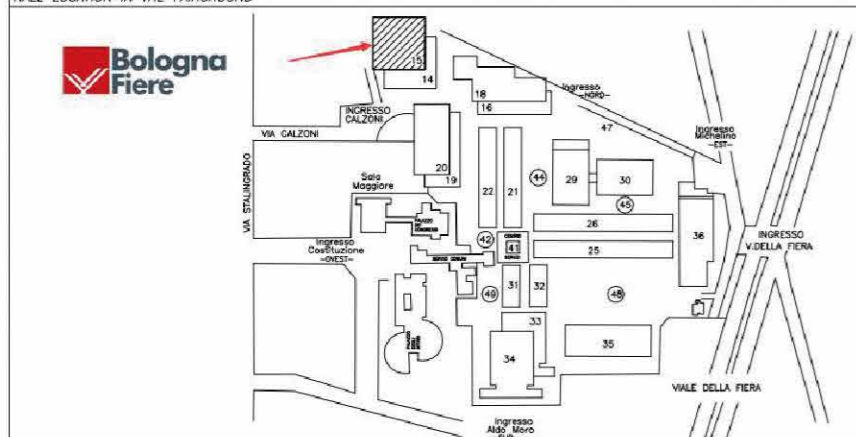
SNC Tires showed at Italy (Bologna) Autopromotec in May, 2017.

Our booth was in No. 15 Hall.

autopromotec
Homo faber fortunae suae

DITTA: **SHANDONG NEW CONTINENT TIRE CO.,LTD.**
FIRM:
PADIGLIONE: **15**
HALL:
STAND: **I 16**

LOCALIZZAZIONE DEL PADIGLIONE NEL QUARTIERE FIERISTICO
HALL LOCATION IN THE FAIRGROUND



This is our booth at the show.



Coco Li, Nancy Liu and Lily Yan attended Autopromotec 2017 held in Bologna Fiere on May 24-28th, 2017, and they also visited the customers in Europe after the expo.

This trip to Italy mainly focused on promoting our COMFORSER & ROADCRUZA SUV series tires so as to increase our other series sales volume with the SUV series (AT/HT/MT). In the meantime, we also showed our new brand ROADCRUZA of which the comfortable pattern is designed specially for the European market so as to increase the sales channels and improve the popularity of our new brand.

Before Italy (Bologna) Autopromotec, our sales director, regional manager and sales representatives made strict customer's meeting plan,

discussing the brand development with our old customers. For the new customers, some series are targeted to be promoted to them. We aimed at increasing the sales volume of our old brand and improving customers' recognition for the new brand--ROADCRUZA.

Customers of this tire expo are mainly from over 20 countries in Europe, and some competitive European customers also had their own booth at the show. By 5 days' exhibition, European customers know better about the strength and product advantages of our company. This exhibition also lay the foundation for the long-term development of our brands in the European market, and enhances the popularity and reputation of our company as well.



The 2017

Rally Racing Circuiting in Taklamakan Desert



The 2017 Rally Racing Circuiting in Taklamakan Desert came to an end in Tarbagatay Prefecture, Xinjiang Uygur Autonomous Region. Comforser Centrino Racing Team created a good performance in the racing.

Chinese Rally Racing Circuiting in Taklamakan Desert which was founded in 2005 and held once a year is a national A-level sports event. It has been an international sports event since 2011 and has been successfully held 9 sessions. Not only in China, but also in Asia, this event is the largest and authoritative international off-road racing for car, motorcycle and truck.

The competition started from Tarbagatay Prefecture, passing by the Altai Mountains, Tianshan Mountains, Kunlun Mountains, Junggar Basin, Gurbantunggut Desert and Kumtag Desert, finally arrived at Hami City. There are totally 10 stages which is 2,800 km and the total distance is almost 5,000 km.

Before the competition, Commentator Yuan Qitai explained the car decal to everyone and emphasized that Comforser tires had very good performance in the previous matches, no any Comforser tires punctured and were changed. We have confidence in Comforser tires and look forward to a good performance in this competition.

As the largest and authoritative international off-road racing in Asia, The Rally Racing Circuiting in Taklamakan Desert is famous for its long racing distance, complicated stages terrain and hostile racing environment. Known as "The Oriental Paris Dakar Rally", it is the ultimate test of car performance, tire performance, drivers' driving skills and willpower. By the Rally Racing Circuiting in Taklamakan Desert, Comforser tires showed high quality and high performance to customers and gained approval and praise from them.



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.



Well-arranged 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.



The Second Time to Visit Britain in June, 2017

In order to further develop the British market, our General Manager Gavin, Manager Coco and Sales Representative Milanda visited Britain again in June, 2017.

British market is big in Europe, there are many PCR brands, so the market is very competitive and price-oriented customers are in the majority. But we've always insisted that the competition of price is not the right choice for enterprises' long-term development. We discussed with customers about our brand and quality and got much recognition and support from them.

The road conditions in Britain are very good, so lightweight tires are very popular there. Most of the vehicles are sedans, therefore HP and UHP tires are in the majority. But the demand for SUV tires is increasing, however, the international brands are in the majority, too.

We made a distinction between COMFORSER and ROADCRUZA for different customers and promoted our featured SUV tires to them. For 4X4 tires, the POR certification is required in British market, we are also preparing for this. Our target is to build a brand which focuses on featured SUV tires and also on HP, UHP and Commercial tires.





2017 Latin American & Caribbean Tyre Expo in Panama

Latin American & Caribbean Tyre Expo in Panama was firstly held in 2010 which is the most professional tyre expo in Latin America. It is the 8th tyre show in Panama this year, totally 211 tyres and wheels enterprises from all over the world attending the exhibition. At the exhibition, customers were very interested in our new product --- Roadcruza and spoke highly of the new patterns. Especially the pattern RA1100 and RA3200 won customers' high approval. "We like your products very much. No matter the appearance or the quality, we are all very satisfied, and we hope to establish the cooperation as soon as possible" said Colombian customer Mr. Forero. Learning customers are so satisfied, we are very happy and hope that we will have better and better development in Latin American market. Looking forward to meeting you again at the next show in 2018.



ROADCRUZA

TAKE YOU TO
DISCOVER MORE

DYNAMIC AND COMFORTABLE



RA510 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 wet roads.



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





THE TRIP OF VISITING CUSTOMERS IN LIMA, PERU IN JUNE, 2017

The Republic of Peru is a member of the Union of South American Nations, and its population is around more than 30 million. The capital of Peru is Lima, the population of which is around 7.8167 million. Its official language is Spanish and the land area is 1,285,216 km². The Andes Mountains run from north to south in Peru, so its mountain area accounts for 1/3 of the national size.

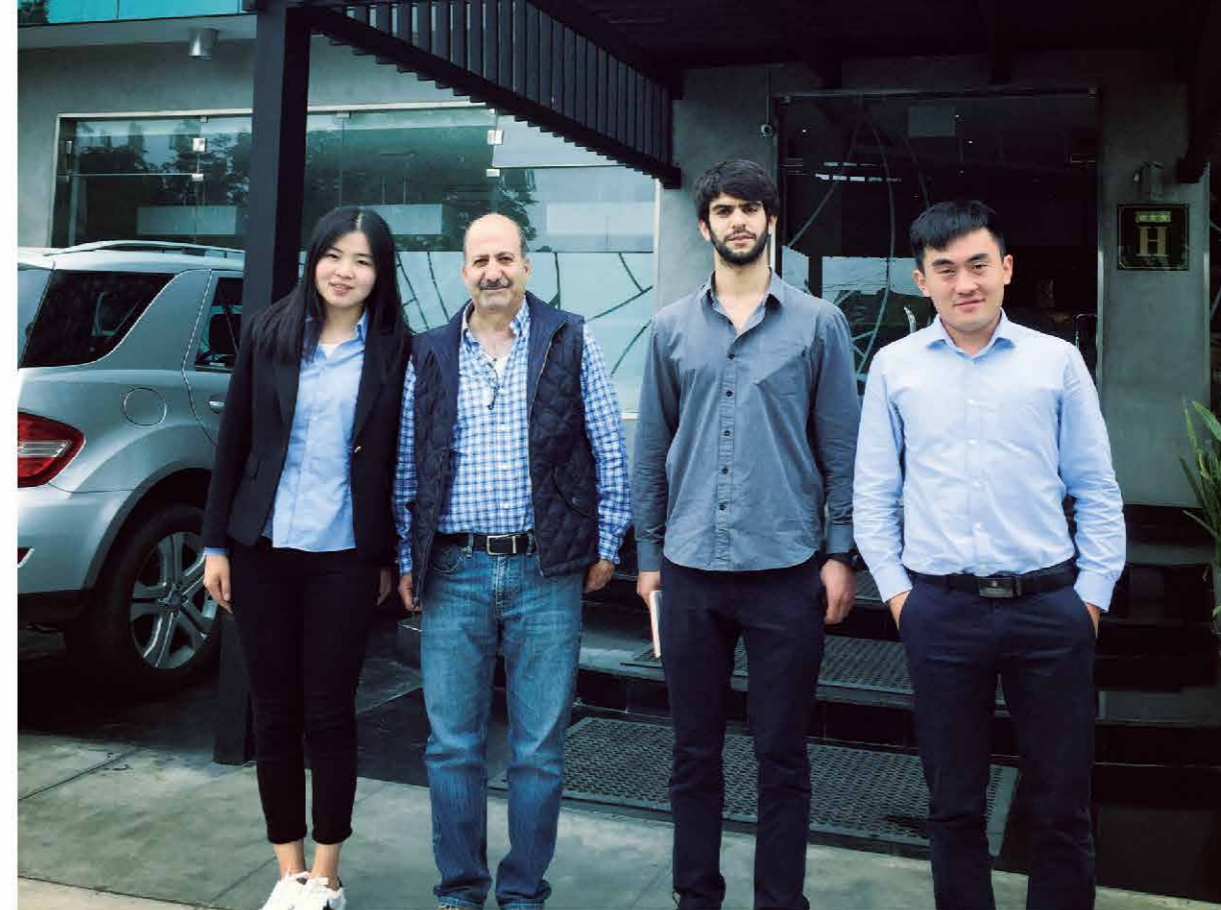
The trip to Lima, Peru:

The purpose of this trip is to visit our agency for Comforser in Peru---JCH llantas company and promotes our new brand---Roadcruza. As our sole agency for Comforser, JCH llantas company is the biggest tire importer in Peru. They have been cooperating with our company for a long time and their import volume every month is huge.



After the end of Latin America & Caribbean Tyre Expo in Panama, Rios Li and Jessie Du started the visiting trip in Lima on June 16th, 2017.

Firstly, we did a market research for our Comforser brand at the tire stores in Lima. On the tire street which gathers many tire stores, about 80% of those tire stores are selling our Comforser tires. The tire store bosses told us that there have been no quality problem feedbacks from their customers for Comforser tires which were sold out. Comforser tires are very popular with the customers there and the repurchase rate is very high. When those tire store bosses knew that we've launched new brand and new patterns, they expressed their expectations and support which gave us much confidence in promoting our Roadcruza in Peru.



The following visit was very smooth as scheduled, and there were several big tire importers very interested in our new brand---Roadcruza, especially for our HP series (RA510, RA620) and SUV series (RA1100, RA3200, RA2000), etc.. After this visiting trip, we've contacted many companies and started the trial orders. This trip of visiting customers in Lima is very important for increasing our product sales and promoting our Comforser and Roadcruza brand, it also lays a solid foundation for further developing the market.

Watch the Football Match, Experiencing the True Friendship

Venue:

Beihai Fugang Stadium, Guangxi Province

Teams:

Comforser Guangdong Team & Guangxi Team

Event:

2017 FBLIFE Friendly Football Game between Comforser Guangdong Team & Guangxi Team

The Result of the Match: Comforser Guangdong Team beat Guangxi Team by 5:2.

The score is just a figure, however, the friendship between the two teams is more important than the result, and it is also an emotional bridge between each other. The game not only strengthened the unity between the two teams, but also enhanced their friendship as well.

In the football game, everyone desired to gain scores for their own team. And in the Autocross, everyone desired to win as well. We gather together because we share the same dream. May our friendship live forever!



BORN FOR DREAMS

Comforser Tire in the film of Wolf Warriors II



COMFORSER 3000:

Leng Feng, when I watched that you bore the pain and gave your life for the justice, I kept thinking in my mind: China is no longer that of before. China now can not only create a steel-willed man as tough as Leng Feng, but also can manufacture high-quality tires as great as Comforser.

Leng Feng:

Comforser, Thanks for your company. Before I became A-list, I had always been working hard silently and waiting for a chance. Finally, the chance comes. Of course, I'm also good enough to seize the opportunity before me, then people know a Kungfu guy called Wu Jing. You are also excellent enough and waiting for an opportunity that people all know a first-class SUV tire brand called Comforser.

COMFORSER 3000:

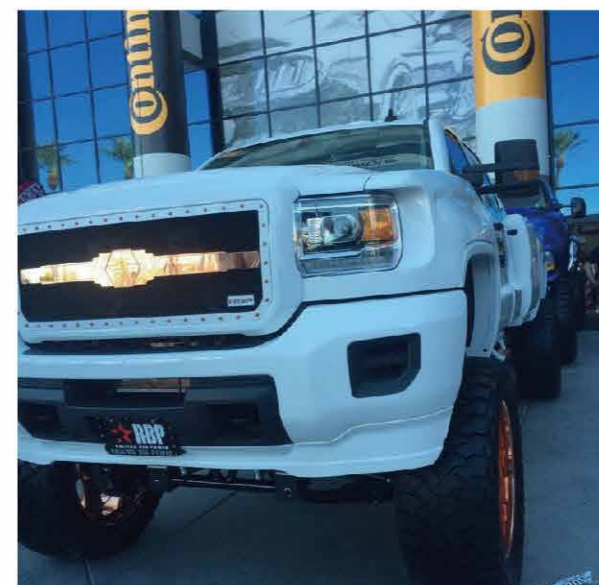
We all have Chinese labels on us and carry Chinese people's expectations. We also have the halo and privilege given by our country—China. You are a real steel-willed Chinese, and I'm a real Made-in-China tire!



As the king of the SUV tires, I do not only have an excellent off-road performance: good grip performance and good resistance to puncture and tear, but also have good passing performance: excellent drainage performance on mud and snow. No matter on the technology or on the quality, I have always been doing the best.

Stepping into the land of Africa, I represent not only the Made-in-China, but also the dignity of Chinese people. China is no longer the former country which only manufactured low-quality products but a country which has continuous innovation and development.

Comforser will always stick to the goal and principle of being Chinese No. 1 SUV tire brand and will also fight together with Leng Feng in the film of Wolf Warriors III.



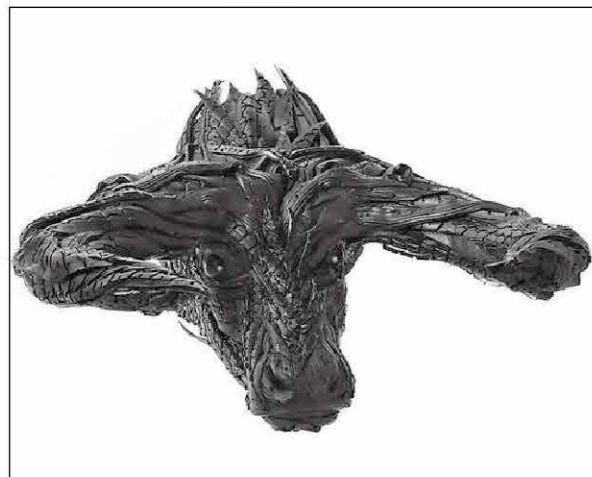
TIRES DESIGNED FOR ART, VALUED MILLION DOLLORS

Tires are most useful things in our life. It's used for motor vehicles, playing an important role. But it is seen to easily-consumed products. When it's used for a long time, tires for cars will be upgraded.

However, it's unwise to throw away. We can try our best to make waste profitable. Someone decorates their yard by worn-out tires. Someone designs for their pets' home. What do you think of that when tires meeting artists?

The worn-out tires are worthless, but they can become priceless with the transformation of artists. When art meets tires, everything will be happened.

Ordinary tires become colorful and diverse animals, - such as sharks, antelopes, rhinoceroses, yaks. The expressions and gestures of these animals are vividly captured in these figures, which makes people lost in astonishment.



We warmly welcome worldwide partners who are willing to work with us to create the No. 1 SUV brand in the world.

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.