



PRESS RELEASE

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Watts Tyre Group Launch Sherpa Industrial Pneumatic Tyre

Watts Tyre Group have today formally announced the launch of its latest Industrial Pneumatic tyre, Sherpa.

Sherpa is a premium quality tyre that has been designed to outperform other tyres in its class through design, construction and materials. Laboratory tests have shown that Sherpa is a highly durable tyre that performs exceptionally across a range of applications and environments.

Watts CEO Jean-Paul Mindermann commented "We are very pleased to bring this product to market, it is an exceptional tyre and one that we believe will establish us as a true contender in the premium sector with a price/quality ratio which will be hard to beat.

"The challenge for us as a tyre producer is to develop products that offer true value and quality to our dealers and users alike. Our dealer and OEM partners highlighted to us that they wanted a high performance pneumatic product and so we have produced one."

Extensive comparative field tests under arduous working conditions revealed that Sherpa outperformed leading competitor products over a lengthy period of time. Where other tyres failed in terms of wear and life Sherpa kept going.

"When we looked at field test programme we wanted to find the most demanding environments possible, we chose one of Europe's busiest airports and an industrial freight handling terminus that contained every difficult condition imaginable from broken ground to spill hazards and extreme temperatures. All the feedback we received showed Sherpa performing excellently to the point that users wanted us to keep supplying product from the test moulds there and then."

Sherpa is available in a range of popular sizes to suit most materials handling applications.

ENDS

Notes to Editors

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Company Information

Watts Tyre Group provides tyre and wheel solutions to global industry as well as associated services. With operations in UK, France, Germany, USA, Uruguay and Mexico and distribution in a further 60 countries worldwide Watts Tyre Group are a true industry leader.

Watts Tyre Group began manufacture of solid tyres in 1960 and today produce some of the industry's best known brands, Premia, Kargo and FMCX. Watts also produce a range of industrial pneumatic and skid steer loader tyres as well as a range of Polyurethane tyres for high load and specialist applications.

Our customers include global brand OEM's, forklift dealers and tyre dealers. We are the natural choice of supplier for our customers based on our focus, dedication and knowledge of the industry. We have 50 years industry experience as a manufacturer and distributor, a product and service range focused on the industrial tyre and wheel market and a partnership approach to our customers. Combined this means we are able to offer our customers a complete end to end solution based on a thorough understanding of their needs and the industry.