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# Giti

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International tire manufacturer

Giti, an international tire manufacturing company, is headquartered in Shanghai and has seven factories in five strategic cities in China. [Giti Tire](#) adopts a [multi-brand strategy](#) to meet the [market demand](#) with a complete and high-quality [product series](#), with [North America](#) and Europe as the main export markets, and its products sell well in more than 100 [countries and regions](#) around the world. Giti is the largest international tire manufacturer in China, ranking fourteenth in the world in terms of sales. The key to Giti Tire's success is to follow the principle of fairness in operation and invest in talents, product research and development, and equipment technology. Giti is fully aware of its [corporate citizenship](#) responsibility, and will continue to support and promote [social welfare](#) and environmental protection projects. [Giti Tire Co., Ltd.](#) is a Sino-foreign joint venture company listed on the [Shanghai Stock Exchange](#). It is mainly engaged in the production and sales of various automobile tires.

Company Na	Giti Tire (China) Investment Co., Ltd.	Business Sc	Production and sales of various car tires
Foreign name	GITI TIRE CORPORATION	Type of comp	joint venture
Established	1993	Company slo	Everything starts with the customer!
headquarter	Shanghai	employee co	23000 people (2011)
		Enterprise of	<a href="http://www.giti.com">http://www.giti.com</a>



Giti's overview map (1 photo)

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## brand introduction

broadcast

Giti Tire (China) Investment Co., Ltd. is one of the largest tire manufacturers in the world. It was founded in [Singapore](#) and officially entered China in 1993.

It has five major production bases in China, adopts unified raw materials, unified [production process](#) and unified [quality control](#), obtains major authoritative certifications, and creates excellent [product quality](#).

It provides professional and efficient service and technical support to customers in more than 100 countries on five continents around the world. It is widely trusted by car owners and has repeatedly won supplier awards from domestic and foreign car manufacturers. <sup>[1]</sup>

Excellent products, excellent service, create higher value for you!

Giti attaches great importance to training to promote the improvement of [employees' skills](#), plans a clear career development path, and encourages employees to achieve personal growth.

Giti Tire has always attached great importance to the training of employees. Giti not only cooperates closely with the [professional training](#) institution - Shanghai Jiayu Management [Training Institute](#), but also continuously expands the internal lecturer team, and gradually establishes a complete SONGBIRD [training system](#) to help employees grow from excellent to excellent! Abundant professional training and Giti Tire [Certification Center](#) have tailored training systems for employees in different positions to help them improve their professional quality and enhance their business and [management capabilities](#).

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Company events

broadcast

Founded in 1993

1993 - Anhui Jiatong Tire Co., Ltd. was established as a joint venture

1995 - Fujian Jiatong Tire Co., Ltd. was established

2007- Anhui Jiatong Passenger Radial Tire Co., Ltd. was established

Since 1998, exclusive sales and logistics distribution centers have been established throughout China

2005 - Giti USA Branch was established

2005 - Giti Europe Branch was established

2007 - Giti Canada branch was established

2009 - Giti UK and Germany branches established

2001 - Acquisition of an all-steel radial tire factory in Anhui

2002 - Acquired Chongqing Jiatong Tire Co., Ltd.

2002 - Acquisition of Yinchuan Giti Tire Co., Ltd.

2002 - Acquired Yinchuan Giti Great Wall Tire Co., Ltd.

2003 - Acquired Hualin Jiatong Tire Co., Ltd.

2005 - Invested in Indonesian tire manufacturer PT Gajah Tunggal Tbk.

Prove that through its own growth and strategic mergers and acquisitions , it continues to expand and prove its strong strength

Transformation Transform state-owned enterprise assets into manufacturing plants that meet international standards

Transformed from a tire factory mainly producing bias tires to a leading manufacturer of passenger car tires

Has about 2,000 direct customers and more than 20,000 sales terminals in China

Exported to more than 100 countries on five continents around the world

belief

broadcast

Everything starts with the customer. Therefore, Giti tires deliver high value, reliable performance and quality.

Giti tires are sold in more than 100 countries around the world. The product category is complete, meeting the needs of various models such as cars, SUVs , off-road vehicles, racing cars, light trucks and light buses, trucks, and buses. At the same time, the multi-brand market strategy serves different channels to meet market coverage.

Your recognition is the greatest encouragement to Giti

Giti is honored to win the trust of many well-known auto manufacturers at home and abroad and become their main supporting supplier. In line with the purpose of meeting customer needs , Giti provides excellent supporting products and services, and has won excellent supplier awards for this reason.



responsibility

broadcast

**Sustainable development:** Giti Tire's environmental protection project can purify the carbon emissions equivalent to 100 years of Giti's production

Giti Tire, in cooperation with Conservation International , donated US\$1 million to forest conservation programs in Sumatra , Indonesia and mountainous areas in southwest China.

As a manufacturing enterprise, Giti Tire consumes about 500,000 to 550,000 tons of coal every year, which is equivalent to emitting 1 million tons of carbon dioxide or 270,000 tons of carbon waste gas into the air every year.

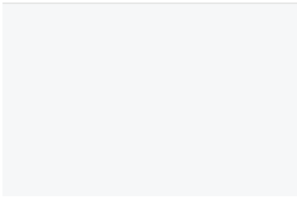
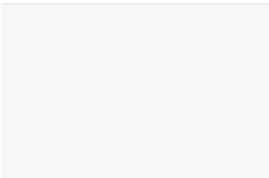
Giti cooperates with Conservation International to protect the forests in Sumatra, Indonesia and the mountainous areas of Southwest China from deforestation or conversion to agricultural land. These 260,000 hectares of virgin forest can absorb about 100 tons of carbon waste gas in the air per hectare, that is, a total of about 26 million tons of carbon waste gas can be absorbed, which is equivalent to the total amount of industrial carbon waste gas emitted by Giti Tire in 100 years.



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**Charitable donation** : Giti Tire is committed to cooperation beneficial to [social development](#) by extending a helping hand to those in need.

In order to benefit more impoverished [cataract](#) patients, in 2010, Giti Tire donated [RMB 6 million](#) to the "Charity Project Enlightenment Action". At the Charity Banquet, about 9 million RMB was donated. This means that about 10,000 impoverished cataract patients will [have the opportunity](#) to receive free cataract surgery to restore their vision!



product

broadcast

With advanced design technology and [production technology](#) , Giti Tire provides a very [wide range of passenger car tire products](#) to meet the needs of cars, SUVs, off-road vehicles and small commercial vehicles.

Sedan: ultra-high performance, comfort, long range, winter

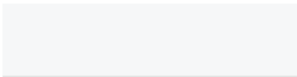
SUV/SUV: Ultra High Performance, On-Road, All-Train, Mud, Winter

Small commercial vehicles: light passenger, light truck, winter

PC/ LVR/ LTR: 30 - 80 series

[Maximum speed](#) : 350km/h

Giti Tire has created a full range of all-steel radial tires for different road conditions and usage conditions, so as to bring higher [commercial value](#) to customers .



Long-haul and short-haul freight trucks: long-haul durability, short-haul heavy duty, winter

Mixed roads: mixer trucks, heavy loads

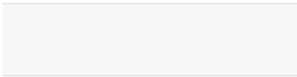
[Long-distance buses](#) and [city buses](#) : long-distance buses and city buses

Inner Tube: 16", 20", 22" , 24"

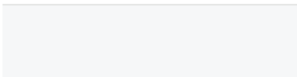
Tubeless: 17.5", 19.5", 22.5", 24.5"

Maximum speed: 130km/h

Giti's [bias tires](#) play an important role in the off-highway field. For example, use in engineering, industry, maintaining agricultural production, etc.



Commercial Trucks: On-Highway, Mixed Terrain Agricultural Machinery: High [Traction](#) , Standard

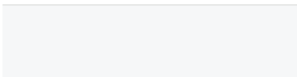


[Construction machinery](#) : forklifts, aircraft

Racing tires

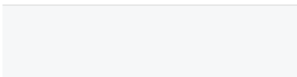
Giti Tire has challenged the limit of tire performance by participating in many motorsports. The frequent victories in various competitions are the most powerful proof of Giti's R&D technology, tire quality and durability.

**The debut of GitiCompete Drift1 " Hot Wheels "** is undoubtedly another important milestone for Giti Tire. It marks that Giti Tire has become the first manufacturer in China to independently develop and produce special drift tires! GitiCompete Drift1 "Hot Wheels" has been selected as the competition tire by many professional drift teams and drivers, and has become the most recognized drift tire in China.



**GitiCompete 4x4 Extreme1 " King of the Mountain "** tires can easily conquer the bad roads in the mountains and forests. With this sharp weapon, Giti off-road team was able to defeat many masters and dominate one of the three top domestic competitions - [China Automobile Off-Road Championship \(COC\)](#), becoming the 2010 COC team and driver double champion!

**GitiCompete X-grip** , not afraid of the cold, suitable for ice and snow roads. Equipped with GitiCompete X-grip, the Giti team went to Mohe, where the temperature is minus 39 degrees Celsius, and won the runner-up.



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Green Tires

Giti has always been committed to the development of environmentally friendly tires, investing a lot of resources and energy, hoping to provide users with environmentally friendly tires with low energy consumption, low noise, strong carcass, and no aromatic oil.

Advanced technologies for environmental protection tire applications, including:

Low rolling resistance technology reduces rolling resistance and reduces fuel consumption;

Silent shock absorption technology, reduce noise, reduce noise pollution; strong carcass technology, strong carcass, can be retreaded many times, reduce tire scrapping and raw material usage;

Reduce harmful emissions with aromatic oil-free formulas.

Giti GSL213 fs and GT669+ fs are certified by the US Environmental Protection Agency as low rolling resistance tires

The results of a test called "SmartWay Certification" by the U.S. Environmental Protection Agency (EPA) show that "low rolling resistance tires" can effectively reduce the emission of nitrogen oxides and save more than 3% of fuel.

All Giti's "fuel-saving tires" bear the "fs" logo

staff

management system

Only products that meet the highest quality standards will be marked with the Giti Tire logo. In today's ever-changing era, being able to always be trusted by users is the most gratifying achievement of Giti.

Giti's quality management system is the foundation of Giti's existence and operation. It runs through the entire process of product R&D and design to final purchase by users, including: R&D→production→supply chain→marketing and sales (including after-sales service).

As a measure to continuously improve product quality and safety standards, Giti has installed a barcode on the sidewall. Through it, the final product can be traced all the way back to the original raw materials used.

R & D strength

The goal of Giti Tire: to manufacture world-class tires

In the two R&D centers of Giti Tire: Anhui, China and Birmingham, UK, there are nearly 300 experienced and hard-working R&D personnel; at the same time, senior tire experts with international advanced experience from many countries have brought dozens of accumulated knowledge and expertise.

Giti Tire has made an important investment in the famous MIRA automotive proving ground in the UK - setting up its own European technical center, becoming the only Asian tire manufacturer to set up a technical center in MIRA.

Giti Tire's years of research and development have brought a number of technological crystallizations to virtual design: Giti Tire uses the world's top virtual design and simulation software to "practice" various ideas and innovations to obtain more accurate results and faster responses.

Performance simulation: In order to achieve the desired performance level, Giti Tire uses performance simulation software to continuously improve every detail of the tire carcass profile, structure, pattern, etc.

Indoor testing: After the prototype tires are designed and passed the performance simulation, Giti manufactures the first batch of physical tires using experimental molds and conducts a series of comprehensive indoor tests.



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Outdoor testing: Giti conducted various rigorous tests on the t ires at [he Dingyuan proving ground](#) in China , the MIRA [proving ground](#) in the UK and the Mellatrack proving ground [in Finland](#) . Among them, the MIRA test track in the UK and the Dingyuan test track in China are recognized as two of the test bases with the most complete equipment and the most complicated road conditions in the world; [he Mellatrack test track in Finland](#) mainly conducts winter tire [tests](#) .

Only products that meet strict standards can be put into the market, and products that do not meet the standards will be returned to the R&D center for redevelopment.

production capacity

broadcast

Giti Tire provides a complete and high-quality product series, which can meet the needs of various types of cars, light trucks, heavy trucks, buses, etc., and has obtained all the necessary international authoritative quality certification, and has been recognized by more than 100 countries around the [world](#) .

Giti Tire has seven production plants strategically located in five major cities in China: Hualin, [Yinchuan](#) , Anhui, Chongqing, and Fujian, with nearly 23,000 employees.

Giti's factories actively implement [lean production](#) , taking into account the production purpose of the environment, health and safety, and the principle of [energy conservation](#) .

Giti Tire has always been committed to maintaining the highest standard of [quality control system](#) , and its five production bases have all obtained [ISO/TS16949](#) :2002 [quality management system certification](#) and ISO14001 environmental management system certification.



First-class productivity (2 phot

Market Development

broadcast

Focus on China

Giti Tire's goal is to provide products that customers want.

Therefore, Giti Tire is constantly looking for various [new ideas](#) to consolidate the relationship with customers; it is in harmony with customers to provide customers with high-quality products and services, suitable tire solutions, and create higher value for customers.

[18 distribution centers](#) , providing fast delivery service, delivering customer orders within two days;

[12 regional operation centers](#) [to quickly respond to](#) customer needs;

[800 professional marketing](#) personnel are stationed separately to provide deeper localization services.

Giti Tire has the largest [marketing network](#) in China , with more than 20,000 [sales terminals](#) . In 2010, on this basis, Giti successfully launched a new Giti retail system to create a more professional [retail network](#) . In just one year, 3,500 stores have joined the system, which has greatly improved performance.



Focus on China (5 photos)

overseas market

[With North America](#) and Europe as the main export markets, Giti continues to expand its international outlets and establish an overseas development platform.

In overseas markets, Giti Tire has a professional [regional management](#) team, strong supply chain support, perfect after-sales service, efficient on-site [technical support](#) , and is constantly committed to [brand image building](#) .

Giti Tire, whose products sell well in [five continents](#) and more than 100 countries, has wholly-owned sales branches in the United Kingdom, Germany, the United States, and [Canada](#)



Develop overseas markets (7 phot

motor sports

broadcast

Giti Tire Team

Giti Tire Rally Team is a team established after Fujian Veyron Racing Club received strong sponsorship from Giti Tire Company. In 2001, he officially signed a contract to compete in China's off-road vehicles. In 2003, [Lin Zhiying](#) joined the Giti Tire Team.

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