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High-quality development starts a new journey, creates brilliance and welcomes the future | 2023 Zhongce Rubber Group (China) Distributor Conference held grandly

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"High-quality development starts a new journey and creates brilliance to welcome the future" 2023 Zhongce Rubber Group (China) Distributor Conference was held today. A journey to open up infinite possibilities. Glory and goals inspire Zhongce people to continue to forge ahead and create greater glories.

Overcoming difficulties and rising against the trend

At the meeting, Shen Jinrong, Secretary of the Party Committee, Chairman, and General Manager of Zhongce Rubber Group, first delivered a speech. He thanked the Zhongce family for their hard work, and Zhongce was able to grow steadily and make further progress despite the adverse trend. At the same time, he reported the achievements of Zhongce in 2022, and made a comprehensive plan for the goals for 2023.



In 2022, when Chinese tires and the global economy are both impacted, Zhongce Rubber has overcome many difficulties and risen against the trend, ranking eighth in the world, constantly refreshing the status of Chinese tires in the global tire industry. Moreover, the increase and growth rate of operating income have increased at the same time in recent years, and the rare achievements have encouraged Zhongce to climb upwards.

Zhongce Tianjin, as a production base with a new layout, has laid a solid foundation for Zhongce to expand the field of off-highway products. Zhongce has also made a three-year plan for this, and strives to achieve the annual sales volume and annual output value goals, and build Zhongce Tianjin into the world's top three, Asia's largest, green off-highway smart factory. Zhongce Tianjin has enriched Zhongce's product line and made the product layout more reasonable. At present, Zhongce is also the leading tire company with the most complete product line in China.



The No. 1 series has successfully created a new benchmark for high-end tires, which has greatly enhanced brand awareness and allowed more users to choose national brands. This is also the greatest significance of No. 1. It is the first to compete with international brands in the field of high-end tires. In the field of truck and bus tires, Zhongce strives hard to create products that meet the new needs of the market from design and development to production and manufacturing. Zhongce's pursuit of the ultimate in products has promoted the continuous progress of China's manufacturing industry, and the construction of future factories has become a new benchmark for intelligent manufacturing.

In the new year, Zhongce regards the brand promotion strategy as a consistent corporate strategy. Centering on this strategy, Zhongce established a cutting-edge technology research center to drive the brand through research and development, and at the same time further digitalize and improve product quality. Zhongce has the responsibility and ability to revitalize Chinese tire brands.

High-quality development starts a new journey, creates brilliance and welcomes the future

Ge Guorong, senior deputy general manager of Zhongce Rubber Group, gave a special speech on "High-quality development, starting a new journey, building a brilliant future together". He thanked the Zhongce family for their hard work and dedication, and reviewed the major actions in the past year. Zhongce will not forget the original intention, develop with high quality, and join hands with partners to create brilliance.





Product progress is the key to high-quality development, and it is also the support for dealers to expand and become stronger. Zhongce will focus on product quality around the policy of "better scene adaptation, more stable quality, and more diverse categories". Promote product progress in an all-round way; the supply chain service chain will also be more agile and perfect. Through the coordination and cooperation of all parties, the faster and better development of the tire and non-wheel supply chain will be promoted, and the industry will be promoted to a higher level; 2023 , Zhongce's support for channels will also be more pragmatic and effective, and more service items will be expanded.

Technological progress is the core driving force for the high-quality development of Zhongce. We must actively embrace and enjoy the beauty of technology. Zhongce insists on leading the development of enterprises with innovation, maintaining high-speed and stable growth, and constantly realizing self-innovation; the deep understanding of supply chain fragmentation is The premise of maintaining and expanding business is that channel providers need to make full use of resources, focus on the details, and make adjustments; today' s competition is for users, and we want to go where users are, so channels need to re-examine the value of users. Ability and mining ability directly determine its own core competitiveness.

In the commercial economy, the winner is often the enterprise with faster response speed, and flexibility and speed should become the direction of efforts and pursuit; Mr. Ge proposed two effective ways to fight against involution. The first is to create users and activate demand The second is to run in a different posture, to do things that are scarce in society, from commodity sales to value creation, from total cost of ownership to total value of ownership, and innovation can expect different results.



In the future, it is normal for the market to have wind and rain, rain or shine is the mentality, and both wind and rain are the state. Mr. Ge emphasized that the solution is to enhance the ability to deal with risks. In the face of adversity, look at the footsteps and continue to act; maintain strategic focus, set the direction, find the right people, make good arrangements, and use money well; the proportion of soft power continues to increase; the company's cross-border Blood-related business organizations will become the main body of the market and the core of the ecology; they will be the owners of the ecological chain and promote the sustainable development of the upstream and downstream; they must have the confidence to further develop the family business and become experts in the tire distribution industry.

Profit is the root of development. Mr. Ge called on the Zhongce family to adhere to high-quality development, focus on all-round quality assurance such as product research and development, logistics distribution, and technical services, and move forward firmly, with goals, in 2023, ride the wind and go up.

Heavy release of high-end new products

Product innovation and iteration is the most important part of Zhongce's high-quality development. It is the confidence for dealers and stores across the country to win in the market, and it is an urgent need to improve user product experience, satisfaction, and scenario-based applications.

Commercial vehicle tires "Xia" series tires

In 2023, under the strategic guidance of the Group's high-quality development, Zhongce Truck and Bus Tire will develop and launch high-end "Xia" series tires according to the needs of users in subdivided scenarios.



At this new product launch conference, a total of 5 high-end products were unveiled: Fuel Saving Man AS3.0, AZ3.0, AD3.0 to meet the extreme fuel-saving needs of fleet users; ; Free Ranger AS80, AZ81, AT85 fully meet the high mileage needs of long-distance main line transport users; Green Action Man EV63, EV65, EV67, EV69 and other customized new energy tires help new energy electric vehicles to transport green, environmentally friendly and safe; Xia AZ87 and AT83 have applied key technology upgrades such as contour deformation control and tire ground contact optimization to further improve the efficiency of long-distance sedan transportation.

The shocking release of Zhongce Five Heroes is Zhongce Rubber' s in-depth exploration and practice of the application of different product segmentation scenarios, which reflects Zhongce Rubber' s determination and confidence to adhere to product innovation-driven development, and to firmly implement and meet user segmentation needs. In the future, I believe that Zhongce Wuxia' s new products will help thousands of car owners become real heroes in various market segments, and start a new journey in the freight market, so that users can choose and use with confidence, and achieve better, more convenient, safer, and more convenient transportation. Comfortable driving experience.

No. 1 EV PRO high-end new energy tire

The No. 1 EV PRO series of high-end new energy tires released by Zhongce Rubber Passenger Tire is a major layout of Zhongce in the field of new energy, and it is also an expansion of the high-end tire matrix. It is another milestone after the launch of the No. 1 flagship product. across.

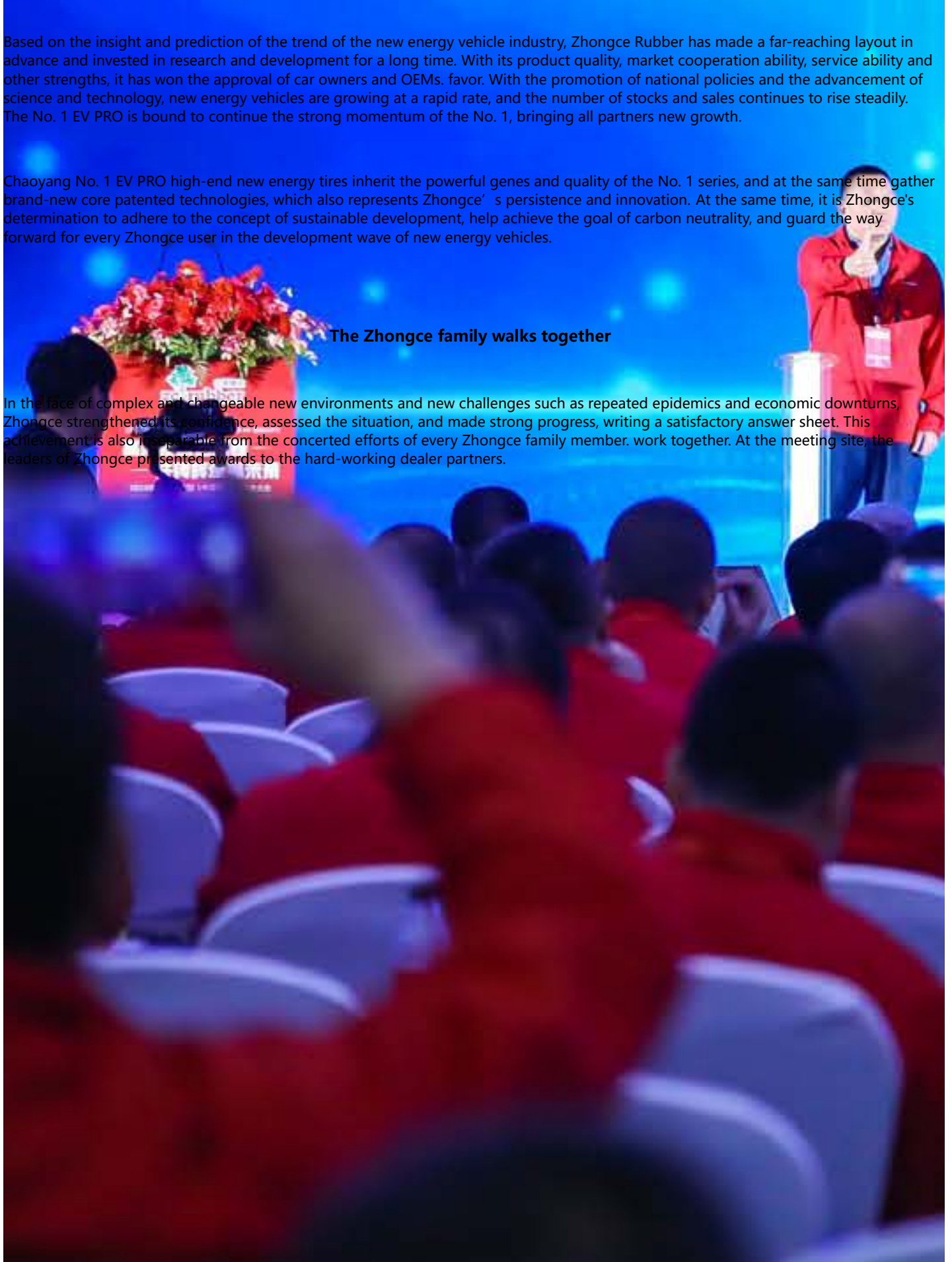


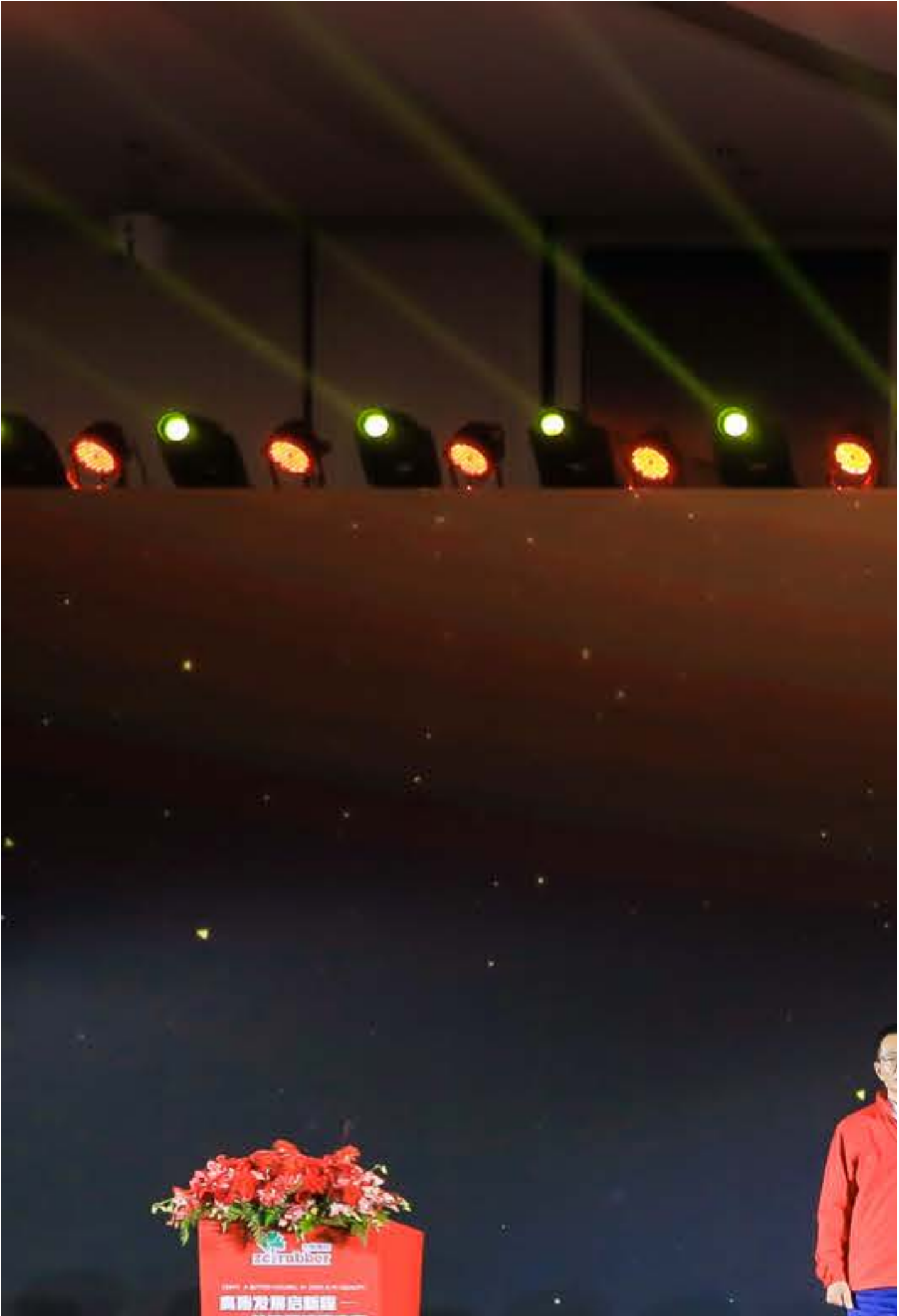
Based on the insight and prediction of the trend of the new energy vehicle industry, Zhongce Rubber has made a far-reaching layout in advance and invested in research and development for a long time. With its product quality, market cooperation ability, service ability and other strengths, it has won the approval of car owners and OEMs. favor. With the promotion of national policies and the advancement of science and technology, new energy vehicles are growing at a rapid rate, and the number of stocks and sales continues to rise steadily. The No. 1 EV PRO is bound to continue the strong momentum of the No. 1, bringing all partners new growth.

Chaoyang No. 1 EV PRO high-end new energy tires inherit the powerful genes and quality of the No. 1 series, and at the same time gather brand-new core patented technologies, which also represents Zhongce's persistence and innovation. At the same time, it is Zhongce's determination to adhere to the concept of sustainable development, help achieve the goal of carbon neutrality, and guard the way forward for every Zhongce user in the development wave of new energy vehicles.

The Zhongce family walks together

In the face of complex and changeable new environments and new challenges such as repeated epidemics and economic downturns, Zhongce strengthened its confidence, assessed the situation, and made strong progress, writing a satisfactory answer sheet. This achievement is also inseparable from the concerted efforts of every Zhongce family member. work together. At the meeting site, the leaders of Zhongce presented awards to the hard-working dealer partners.









In the newly opened 2023, it is a year full of vigorous development and great development prospects. In the new journey, Zhongce will join forces with all parties to anchor development and continue to make efforts to create greater value for the industry, partners, consumers, and society, and open a new future with high quality.

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