

# Woyager

The ZENISES logo is a circular emblem with a yellow and grey color scheme, featuring a stylized globe or network pattern inside. It is positioned between the 'W' and 'y' of the main title 'Woyager'.

Issue 1 - May 2015

**Z ARRIVES  
IN STYLE TO  
SOUTH AFRICA**

**HIGHLIGHTING  
ZENISES  
FOUNDATION**

**OFF-ROAD WITH  
WESTLAKE**

**THAI  
LUXURY**

**Z: STREETS  
AHEAD OF THE  
COMPETITION**

LET'S GO! WITH  FOR 2015







# "LIFE'S A JOURNEY, NOT A DESTINATION"

Welcome to the first edition of Zenises Voyager

With Zenises Voyager, our ambition is not only to showcase our fantastic portfolio of products, but also to invite you to share our passion for luxury travel as we journey across the continents in search of amazing locations, wonderful experiences and sensory overloads.

We live in an exciting world of constant change and where new opportunities arise every day in our tyre business. A vibrant world full of possibilities. This is the thinking behind Zenises - firm in the belief that tyres are not just 'black and round'. We aim to deliver tyre brands where typical perceptions on price, performance and brand quality are vigorously challenged.

In 2015, we've launched two new brands to address the shifting nature of the tyre market. Firstly there's 'Z' - a true European high performance car and SUV tyre range to fit the very latest vehicle models, enhancing the driving experience and delivering 'affordable luxury'. And secondly comes 'T' - a broad range of high quality car, van, SUV and winter tyres for the value conscious motorist. We also highlight Westlake - our global giant - now the world's third largest producer of truck tyres and an increasingly recognised car tyre brand with a huge range of passenger, van and 4x4 tyres of great quality.

But Zenises is not just about selling tyres. We also put our hard work to good use at the 'Zenises Foundation', helping not only those who have had a less fortunate start in life than us, but most importantly giving the opportunity for their talents to shine and to create a better life for themselves, their families and their communities.

So come with us on the journey. Life is coloured by new experiences and we'd love to share our Zenises adventures with you along the way.

Zenises Voyager  
Issue 1 - May 2015



If you would like to know more about the tyres in our portfolio, or have any comments or questions about anything in Zenises Voyager, we'd love to hear from you so please contact us at:

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**Life's a journey  
not a destination.  
The journey can be  
amazing. Just let go  
and see where life  
takes you.**

*Harjeev Kandhari.*





**LUXURY IN THAILAND**

# **WESTLAKE 2015 PARTNERS DAY**





► A Thai welcome for Zhongce's CEO.



▲ Zenises CEO, Harjeet Kandhari greets guests.

▼ Traditional Thai massages on demand.



Zenises recently hosted the latest Westlake Partners Day in Bangkok, with an amazing event overflowing with sensory delights.



▼ Rhythm & Blues direct from Chicago.

From 14<sup>th</sup> to 17<sup>th</sup> March, at the five-star Grand Hyatt Erawan in downtown Bangkok, Zenises celebrated its 2015 Westlake European partner event. Joined by distributors from across Europe as well as by leading dignitaries from Zhongce Rubber (the producer of the Westlake tyre brand), Zenises co-ordinated several days of spectacular events to thank its guests for their participation in growing the Westlake brand over the past year.

Visits to amazing Buddhist temples and the world renowned 'floating market' were coupled with spectacular dining and



*The city certainly surprised everyone and made our desire to continue working together even stronger*



▲ Chao Praya River



▲ Dancing at the Dome



▲ Special display of the 1,000 hands dance.

entertainment, including 'Dinner at the Dome'. Located on the 63<sup>rd</sup> floor of the State Tower, this is the highest alfresco restaurant in the world and Westlake guests were entertained by a very special performance of the traditional 'Dance of 1,000 Hands' as well as by a select band of musicians direct from Chicago, the home of rhythm and blues music.

The Partners Day finale highlight was a wonderful dinner cruise organised by the exclusive Banyan Tree Hotel where guests danced the night away to the backdrop of a sultry Bangkok skyline. The DJ from New York found the right groove as the boat cruised up the Chao Phraya River. All this



▲ Guests danced the night away at the highest alfresco restaurant in the world.





▲ Spiritual enlightenment



▲ The select New York DJ found the right groove



▲ Local delicacies

followed the Westlake conference at which Mr. Ge Gourong, Zhongce's CEO, expressed his thanks to those attending for continuing the development of the Westlake brand in Europe as well as laying out his vision for the brand going forward.

Mr. Nick Zhou, (Sales Director for Europe) revealed Westlake's brand new 2015 product portfolio with new ranges in car, van, 4x4, agricultural and OTR tyres as well as a host of new truck tyre introductions. The Zenises European team also spoke at length on new marketing initiatives designed to elevate the brand to new levels.

## WESTLAKE LAUNCHES IBERIA RETAIL PLAN

As part of the brand's fast growing presence in the Iberian market, 2015 will see the launch of Westlake's affiliated garage network.

Zenises also revealed that the network development will be boosted by an expanded communication strategy, emphasising Westlake's growing brand recognition through publicity campaigns on TV, radio and car magazines.



▲ The group joined together for the Westlake conference.







▼ Baggsy's eager to rev up 2015 after capturing the 'King of Kings' event in Malta.

# BAGGSY AND WESTLAKE GO GLOBAL!

DRIFTING!

“  
Drifting originally came from the streets of Japan, and I can't wait to see first-hand the roots of this incredible sport.”

Steve 'Baggsy' Biagioni, participated in Japan's D1 Grand Prix Championship, and the invitational 2015 King of Asia Drift race, becoming the first English driver to compete in the Japanese based D1 series.

Following a non-stop tyre-slaying season in 2014 where the last super-final race delivered the well-deserved title of 'King of Kings', Steve 'Baggsy' Biagioni has no intention of lifting the foot from the pedal in 2015.

Not only will Baggsy be back burning rubber across Europe from Spain to Slovakia in this season's Drift King of Europe series (starting in June), Acorn Zenises Motorsport's lead racer is also venturing even further from home by flying half way around the world to compete at the home of drifting in Japan. The D1 Grand Prix Series is considered the benchmark for all other global drift series so to receive an invite to race there is the real deal.

Once Baggsy has acclimatised back to life in Europe, he will be giving his all to not only defend his Super-Final title but also to go one better and challenge to become the overall 'King of Europe'. We'll keep you posted on his progress or you can visit [www.baggsyboy.com](http://www.baggsyboy.com) to find out more.



# THE CHANGING FACE OF



**A PASSION . . .**  
LIKE NO OTHER



Westlake widens its international identity by unveiling a universal logo and new colour scheme.

**N**otice anything different? Although the lettering remains, from 2015, all Westlake's global business will display the company's green and yellow corporate colours. Consistently ranked in the Top 10 of global tyre manufacturers means that Westlake's international business is growing in visibility and a consistent identity in all media channels reflects the brand's premier status.

Zenises has also recently unveiled new artwork intended to show off the stylish Westlake range. Carrying on from the very successful 'Surprisingly Racy' campaign, the new 'Passion' advert is designed to highlight not only the attractiveness of Westlake's new product line-up, but also the emotional connection with driving.





4X4 RANGE EXPANDS

# OFF ROAD WITH WESTLAKE



▲ **SL386** Its robust tread blocks deliver excellent traction on unpaved roads. Its 16 dimensions are available in 15" to 18" fitments.



▲ **SL369** The SL369 now offers over 60 different sizes with fitments up to 20".



▲ **SU318** Available in 56 dimensions covering 15" to 20" fitments in T, H and V speed fitments.

To get you where you need to go, sometimes you need that extra 'bite'. And with a growing number of SUV/4x4 vehicles being sold in Europe, more and more drivers are discovering just how far they can push their vehicles to the limits. Westlake 4x4 tyres can deliver outstanding performance in all driving conditions.

**N**ew for 2015 is the SL386, a premium tyre designed for going truly off-road. Its tri-ply carcass guarantees outstanding performance over tough road conditions - especially mud and sandy surfaces.

To enhance its reputation for on-road excellence, Westlake now has the SU318. Using the latest pattern designs and compound technology, it is primarily aimed at those 4x4 vehicles which never leave the comfort of the tarmac. With a tread pattern designed for optimal road-going capabilities and a silica compound for enhanced driving in both wet and dry conditions, it's an excellent choice for modern SUVs.

SL369 is our best-selling 'off road' tyre, offering a more rugged pattern designed primarily for 'all terrain' applications. Sidewall protectors help prevent cuts and abrasions damage whilst zigzag grooves offer efficient water drainage and enhanced traction on wet roads.

**WESTLAKE'S  
4X4 RANGE  
NOW COMPRISES  
ALMOST 200  
DIFFERENT  
TYRES .**



# SW608: AUTO BILD'S STRONG PERFORMER



Germany's best-selling motoring magazine Auto Bild published its annual winter tyre test where Westlake's SW608 tyre performed far ahead of many 'economy' brands as well as beating several 'premium' competitors.



▲ Europe's cold winter climate proved to be the perfect ground for Westlake.

Not satisfied with breaking into the 'Top 15' winter tyre selection in Auto Bild's renowned winter tyre test, Westlake has been busy adding to its already extensive winter range for 2015. Auto Bild concluded that the SW608 alpine tyre offered "balanced driving behaviour and good performance in wet surfaces", mentioning too that it was the best value for money option, having achieved first place in the cost-per-kilometre comparison.

And most excitingly for 2015, Westlake will unveil its latest winter tyre range: the SW618, a studless winter tyre designed especially for Nordic conditions available in 25 dimensions (up to 225/50HR17). It incorporates a high silica soft compound designed to perform in even the coldest of temperatures commonly witnessed in the Arctic regions.

## WESTLAKE'S NEW PERFORMANCE TYRE

# THE NEW SA37!

SA37 has an asymmetrical design demonstrating in exhaustive tests a higher level of comfort and reduced tread noise.



Westlake has never been short in the high performance tyre segment with 3 ranges (SA05, SA07 and SV308) offering almost 100 sizes between them. A renewed focus on the European market delivers the new SA37 which offers a well-balanced tyre with both superb wet grip credentials as well as aiding fuel efficient motoring.

Its compound encompasses a higher dispersed silica content which enhances wet grip performance. The pattern contains four wide longitudinal grooves for better water evacuation; a robust shoulder optimises stability when cornering.

THE NEW RANGE IS AVAILABLE IN UP TO 19" IN 35 SERIES TYRES.







# AN EXPERIENCE MORE THAN A HOTEL

BY NIGEL HAMPSON, HEAD OF BUSINESS DEVELOPMENT

In my role I get to stay in lots of hotels on business – some good, others...well let's just say it's a bed for the night. But at the end of the day they're hotels. When I was asked to put together a 'favourite' travel-related experience for Voyager, my mind immediately jumped back to our stay at the Lake Palace Hotel in Udaipur, India. But to simply call it a hotel is an injustice. Even now, a year after visiting with the Zenises team, the sensations remain with me.

The former summer palace of the Maharaja of Udaipur, on arrival the Taj Lake Palace appears like a mirage in the middle of Lake Pichola. A fairy tale location built in white marble, the palace is only reached by boat – and only guests are allowed entry making it one of the most exclusive and private hotels in the world. And when you arrive, greeted by a flurry of rose petals from above, the hospitality shown to guests is akin to being a modern-day Maharaja. Personal service is exemplary.

There are two beautiful restaurants, one Indian and one International, the latter with stunning views of the lake and the historic city of Udaipur lit up at night. And breakfast was just divine with simply the best quality fruits I have ever tasted.

A morning stroll amongst the beautifully tendered gardens evokes sensations of what life must have been like in historic times with the silence broken only by birdsong. The day can be interspersed with displays of music and dance or you can even have a guided tour of the property whereupon the historic significances of the hotel rooms are detailed. Even the hotel pool is a superb example of understated beauty – tucked away in a corner location, surrounded by pillars and with views over the lake.



All too soon it was time to leave and, waving goodbye from the boat back to 'reality', we made a vow to return – something we can't remember doing after any staying at any other hotel over the years. But staying at the Taj Lake Palace is special. It is a rare and unforgettable experience.



# A TYRE FOR EVERY EXPERIENCE...

# LET'S GO!

T is our brand new range of tyres designed to suit the value-conscious motorist. Need a new tyre with excellent safety characteristics as well as a comfortable ride? Well... Let's go!

**B**ehind the simple letter 'T', Zenises has lined up a great range of tyres. Joining T Two and T Three, designed for both performance and compact cars, are the T Ecosaver for SUV applications and T Twenty for commercial vans. T Ten is a brand new range of off-road tyres and Zenises is also planning to offer a comprehensive T winter range for the 2015/16 season.

With impressive EU labels of 'B' in wet grip, matching levels displayed by 'premium' brands, T is already establishing a position in the growing economy tyre segment. And with the backing of the Zenises European team, this excellent range of car, van and 4x4 tyres benefits from local customer service and marketing support.

**T** TIME  
FOR IBERIA



Zenises is busy rolling out its T distribution network in Spain and Portugal, supported by a bespoke marketing and communication programme designed to attract and inform the driving public.

**J**uan Orellana, Sales Manager in Iberia, commented that "We are targeting each region of Iberia and we're already well on target. By the end of 2015, we anticipate 100% territorial coverage for T".

A Tyre for Every Experience!



# HOT 1!

A TYRE PREMIUM IN SPIRIT; ECONOMY IN PRICE;  
AND EXCELLENT IN PERFORMANCE!

ULTRA HIGH PERFORMANCE

THREE

ts asymmetric design increases the contact patch of the shoulder area to improve cornering ability.

The tyre's silica tread compound improves wet traction and general road handling while the wide longitudinal channels ensure effective water evacuation and reduce aquaplaning.



A special sipe design improves stability and grip in all weather conditions as well as enhancing acceleration and braking performance.



TWO

COMPACT



our wide longitudinal channels ensure this model's effective water evacuation and reduce aquaplaning.

The continuous central rib design and siping improves straight line stability while the tyre's shoulder design helps reduce uneven tyre wear and supports stability in high speed manoeuvres.

An optimised pitch arrangement and channel width reduce external tyre noise.





# ICE T!

A NEW BRAND WITH A NEW WINTER SPIRIT. THAT IS THE IDEA BEHIND T'S WINTER RANGE, PROVIDING GREAT PERFORMANCE AND SAFETY AT A GREAT PRICE.



## blue snow

**SIZES** **INDEX**

### SERIES 65

175/65R14	82H	E	C	70	◀
185/65R14	86H	E	C	70	◀
185/65R15	88H	E	C	70	◀
195/65R15	91H	E	C	71	◀
205/65R15	94H	C	C	71	◀
215/65R16	98H	E	C	72	◀

### SERIES 60

185/60R14	82H	E	C	70	◀
195/60R15	88H	E	C	71	◀
205/60R16 XL	96H	C	C	72	◀
215/60R16 XL	99H	C	C	72	◀

### SERIES 55

195/55R15 XL	85H	E	C	71	◀
205/55R16	91H	E	C	71	◀
205/55R16	91V	E	C	71	◀
215/55R16 XL	97H	C	C	72	◀
225/55R16 XL	99H	C	C	72	◀

### SERIES 45

225/45R17 XL	94H	C	C	72	◀
245/45R18	100H	C	C	72	◀

### SERIES 40

225/40R18	92H	C	C	72	◀
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## WINTER

► Silica based compound for improved braking in cold weather conditions

► Directional tread pattern with circumferential grooves for good resistance to aquaplaning

► Excellent traction on icy road surfaces thanks to large number of gripping sipes

► Optimal tyre rigidity gives even wear and high mileage – great for tyre economy



## WINTER SUV

► Silica based compound for improved braking in cold weather conditions

► Excellent traction on icy road surfaces thanks to large number of gripping sipes



## ecosnow 4x4

**SIZES** **INDEX**

### SERIES 70

235/70R16	106T	E	C	71	◀
245/70R16	107T	E	C	71	◀
265/70R16	112T	E	C	73	◀

### SERIES 65

235/65R17 XL	108H	E	C	72	◀
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### SERIES 60

225/60R17	99H	E	C	70	◀
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► Optimal tyre rigidity gives even wear and high mileage – great for tyre economy

► Directional tread pattern specially designed for SUV and 4x4 vehicles





WINE COUNTRY

# LUXURIOUS TASTE OF SOUTH AFRICA

Z recently held its premiere in exclusive locations across this astonishing and beautiful country. So come with us on a gastronomical tour of the renowned Franschhoek Valley to experience the wonderful tastes of South Africa.

Nestled between towering mountains in the beautiful Cape winelands lies the magnificent Franschhoek Valley. This is the food and wine heartland of the country, where breathtaking scenery, warm hospitality, world class cuisine and the finest wines all combine to create lasting memories.

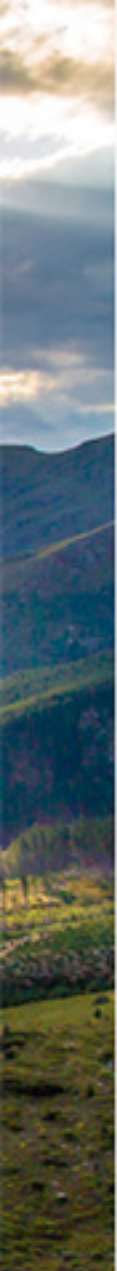
Founded in 1688 by French Huguenots (Franschhoek means 'French Corner'), their heritage lingers on in the names of the wine farms that dot the landscape (like Provence, La Motte and Cabriere). The Huguenots brought with them their age-old French wine and food culture and the

valley remains rich in history centred around a picturesque friendly village.

The wonderful spectrum of visitor accommodation includes internationally renowned country lodges with spectacular views. Only 45 minutes from Cape Town, Franschhoek is the ideal base to explore the entire Cape winelands.

One of the world's leading restaurants is Franschhoek's 'Le Quartier Français'. Mentioned amongst San Pellegrino's 'Top 50 Best Restaurants in the World' for seven consecutive





years, chef Margot Janse and her team display their culinary excellence in the world renowned ‘Tasting Room’ where serious diners have the opportunity to experience a true journey of taste that continues to evolve and astonish. The unique eight course African inspired Tasting Menu is served in a warm and welcoming atmosphere that helps deliver an experience both of surprise and nostalgia.

And after the four hour dining experience, why not stay the night in one of the luxurious suites before moving on to discover more about this beautiful country?

*“I have no signature dish, South Africa is my signature.”*

*Margot Janse*





ZTYRE.COM



# WELCOME TO GENERATION Z

A passion for technical performance and our excellent tyre label results underline our commitment to excellence.



**Z** is a new benchmark for premium vehicles. Many high performance tyres are in reality 'standardised' tyres produced for sale across the global market. With Z there is no compromise – our tyres are designed in Europe and made for European roads and driving conditions. The optimum combination of grip, performance and fuel economy.

With extensive product testing at some of Europe's leading vehicle research facilities supported by class-leading EU tyre labels, our results speak for themselves.

## Z RANGE EXPANSION

- New passenger sizes to reflect latest OE fitments
- New SUV sizes for this fast-expanding tyre segment
- Runflat sizes in preparation



# EXCLUSIVE LAUNCH SERIES FOR Z



## Z PREMIERES IN SOUTH AFRICA

The high performance Z tyre brand recently held a co-ordinated countrywide launch in South Africa. The main event was held at the prestigious Emperor's Palace in Johannesburg, with other launch events taking place at the celebrated Oyster Box in Durban and at the Taj Hotel in Cape Town.

The exclusivity of each location lent a unique atmosphere with spectacular artistic performances (including fire eaters and African drum performances) following first class hospitality with specialist Halal chefs also being present to cater for the many Muslim guests.

## EMIRATES HILLS SETTING WOWS Z AUDIENCE

CEO Harjeev Kandhari discovered the perfect location to introduce Z to a wide audience of the United Arab Emirates' leading trend setters – his own home in Dubai's Emirates Hills. To add to the special occasion, celebrated master chef Dharsan Munidasa (now with two entries in San Pellegrino's Asian Top 50 Restaurant list) flew with his culinary team for the first time to Dubai. Setting up a 'private kitchen', he delivered a nine course tasting menu where Munidasa's exacting standards ensured that all food was delivered overnight fresh



from Japan. With live scallops, oysters and lobsters all on the menu, even the mineral water was carefully selected from Japanese source to match the cuisine.



## Z LAUNCHES IN LUXURY IN MADRID

Tyre dealers and distributors from across Spain came to the exclusive Club Argo in the heart of Madrid to hear more about the plans for Z. Under the theme of 'In Europe for Europe', Zenises General Manager, Jorge Crespo, outlined the need to meet the exacting requirements of customers in an ever-changing and complex business environment.

In recognition of the growing support and co-operation in Iberia, our partners were each presented with a limited edition bottle of whiskey and conversation flowed well into the night - lubricated by the Club's legendary reputation for cuisine and hospitality.



# Z: STREETS AHEAD COMPETITION

PERFORMANCE!

//

*Wet performance is key  
– especially for Europe.*



We took the new Z tyres to Barcelona to find out just how well they perform. To reach the limits of our new high performance tyre requires a special test facility and we found it at Applus Idiada, now one of Europe's top test facilities. We were joined there by specialists Total Performance Testing whose head of tyre testing, Chris Davison, gave us his unique verdict on Z and told us what ingredients are needed to make a true high performance tyre for Europe's roads. And Chris should know – he's tested for many leading car marques including Jaguar, Land Rover and Bentley Motors as well as winning several British championships in motorsport.

**ZENISES VOYAGER: WHAT SHOULD YOU LOOK FOR IN A HIGH PERFORMANCE TYRE?**

**CHRIS DAVISON:** A high performance tyre should always exhibit good stability at high speed, going through fast transitions, and should always be under control through heavy braking. Sidewall stability is also key for this type of tyre.

**ZV: HOW DOES THE NEW Z TYRE COMPARE WITH THE COMPETITION?**

**CD:** The Z tyre fared very well against the top tier competitors we selected, both in wet and dry braking.

**ZV: HOW IMPORTANT IS A TYRE'S WET PERFORMANCE?**

**CD:** Wet performance is key - especially for Europe. The overall grip levels need to be extremely high, and the



# OF THE

tyre needs to have good stability through the corners on the wet handling tracks that we use for testing in Europe. But most importantly the tyre needs to be very good in braking - obviously a key factor when it comes to driving safety.

## ZV: HOW DOES THE TYRE COMPOUND AFFECT PERFORMANCE?

**CD:** Tread compounds are a key factor in tyre testing. We are trying to strike the balance between wear and wet and dry grip. Clearly grip is important but the tyre also has to have a reasonable level of tread wear. Grip is easier to deliver with softer compounds but the key is to deliver this whilst delivering enough tread life for the average motorist to be satisfied with the tyre's value for money.

## DOES A TYRE PATTERN HELP OR IS IT JUST A VISUAL DESIGN?

**CD:** Tyre patterns play an important role and the key factor is to get good channel separation between the blocks for better wet weather and aquaplaning performance. For steering, you are looking towards the centre of the tyre. Z tyre's big central band, for example, supports both very good centre steering and off-centre steering. Throughout the corner manoeuvre when you are looking for high-speed stability, that we were talking about earlier, you are looking for rigidity on the side of the tyre's footprint, and Z's big shoulder blocks give that.

## ZV: AND WHAT ABOUT WHEN IT COMES TO WET HANDLING?

**CD:** Wet performance comes largely from the compound, but you also need good separation between the blocks to clear the water. And when we are looking at 0.8 G's round some of the corners this is where this part of the tyre comes into play, by ejecting the water from the groove channels. Also with the rigidity of the shoulder blocks, this gives the stability that the driver is looking for.

## ZV: HOW WELL DID THE NEW Z PERFORM OVERALL?

**CD:** The Z tyre performed very well overall. We conducted many tests that included a full suite of wet and dry tests at the IDIADA proving ground, and Z compared very well against the high tier names that we wanted to compare with, and, yeah, we were very happy with the results.



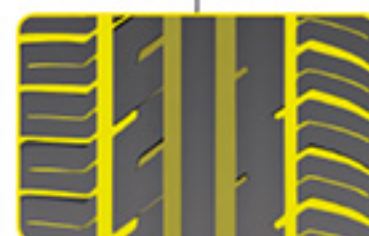
## MODERN TREAD DESIGN

- Optimised shoulder profile for improved grip and precise handling
- Wide central rib for enhanced high speed stability
- Unique tread design maximises tyre contact with the road



## ASYMMETRIC PATTERN

- Inside profile is designed to reduce irregular tyre wear and improve wet braking performance
- Outside profile is optimised to support excellent road handling and driving responsiveness



## WET PERFORMANCE

- Four circumferential grooves support rapid water drainage
- Maximise resistance to aquaplaning
- Superior wet weather traction and braking via high silica tread compound



## TREAD WEAR INDICATOR

- Safety feature to help optimise vehicle and tyre performance





▲ Some of the children being helped by Zenises.



Here at Zenises we hold the fundamental belief that everyone should have the opportunity to fulfil their potential. Unfortunately for many reasons - be they related to lack of healthcare or schooling or through societal pressure - many young people do not get the opportunity they truly deserve. So with our main resources of dedicated time and financial assistance, it's the objective of the Zenises team to give something back to our global society by helping tomorrow's generation step forward. And by bringing these stories to the fore we are hoping to ensure that the tremendous efforts of such gifted young people both act as an inspiration to others and as a reminder to ourselves that with our own resources and benefits (that we often take for granted) how grateful we should be for the life we can accomplish.





▲ Gurpreet now acts as an inspiration to the Foundation's goals.



▲ Preparing meals to feed the hungry.

## **ASPIRE SPONSORSHIP PROGRAMME**

The main focus of the Z Aspire programme is to expand the sponsoring of young people in India.

Many children from economically deprived backgrounds are now benefiting from a full educational programme thanks to Zenises funding. In April 2015, Zenises CEO Harjeev Kandhari, again returned to India to inspect the progress of the charity as well as to extend sponsorship further so that more children can benefit from the programme.

Inspiration comes from stories such as Gurpreet's. She is from a typical rural background where money pressures can lead to a family breakdown and the children being separated due to lack of resources. Gurpreet sadly suffered further heartbreak when her young sister succumbed to pneumonia. But through strength of spirit and support from the Zenises Foundation, Gurpreet pushed herself on and graduated not only from school and university but is now also completing a Masters degree. She has established a career in the IT industry and in her spare time she writes poetry and also blogs on a variety of subjects.

Being the first person from her village to attend university, Gurpreet now acts as an inspiration to other youngsters in seeking to better their own lives and that of their wider family network.

## FEEDING 125,000 IN A SINGLE DAY



Can you imagine how many? More than can fill a stadium like Wembley or the Nou Camp. Well that is annual the goal set by the Zenises Foundation – a step to alleviate hunger and to provide a wholesome meal for those who must live day to day without regular meals.

In the holy city of Amritsar, chefs prepared a four course meal - a demanding logistical operation to ensure that everyone was properly fed in the limited time available.

Poverty remains a real problem despite India's continued economic growth and it's important that Zenises helps lead the way in not only providing sustenance for those in need but also in bringing such issues to the attention of a wider audience who may want to join us in tackling widespread hunger.

## NEX GEN MEN ORING

It's becoming increasingly frustrating for recent graduates in the United Kingdom to find that first rung on the career ladder. Too often, employers look for relevant experience – usually in short supply in a competitive jobs market. For several years now, Zenises has participated in a mentorship programme whereby undergraduates from the U.K. have the opportunity to live and work overseas with Zenises in South Africa. Not only does this allow the students to experience first-hand experience in general business, it also gives them the opportunity to experience a new culture and the enrichment that comes from such a lifestyle change.





Harjeev Kandhari  
CEO Zenises Group

## 'MADE IN CHINA' CAN ALSO BE A MARK OF QUALITY

So often we've heard phrases like 'the world's factory' or 'cheap Chinese' that they have become deeply fixed in our minds. So much so that the words 'Chinese quality' still stirs up overwhelmingly negative images. But should this always be so? The country is simply climbing the value curve just as all other successful economies have done previously. In recent times the newcomers have included Japan and Korea – and now both these countries are readily associated with high quality consumer products.

Perhaps it's useful to step outside our tyre bubble for a few moments and look deeper into a recent success story that maybe points to a future where many Chinese tyre companies could look to prosper.

In just a few years, China's luxury goods market is set to be the second largest in the world (after Japan). However, most discerning Chinese consumers have until now shown a preference for ubiquitous global western brands such as Burberry, Louis Vuitton and Gucci with their massive marketing machines

and global reach. But leading the counter-charge is Shanghai Tang – now increasingly regarded as China's first global luxury lifestyle brand. Established in Hong Kong by David Tang in 1994 as a bespoke tailoring outfit, Shanghai Tang operates in the fashionable districts across Asia, the Middle East and now Europe. The positioning of the brand involves upscale fashion creations with a 'Chinese touch'.

It's a careful mix of 'Old China' silk fabrics and naturally coloured tissues, but with a youthful brand image emphasising design innovation to attract the upwardly mobile of Shanghai, Beijing and the dozens of upwardly mobile Chinese mega cities. But the real turning point appears to have been the appointment of a renowned French fashion industry leader as CEO of Shanghai Tang in 2001. Monsieur Chermont has steadily guided the company away from merely selling fashion wear, and instead has helped weave the Shanghai Tang label into a veritable lifestyle statement.

Supported by a capable and enthusiastic Chinese workforce (only the CEO is French), Shanghai Tang has adopted and applied western marketing tactics which have also, most interestingly, helped propel massive brand growth and recognition in the domestic Chinese marketplace. At the forefront is the widespread use of social media and communication tools which, as you are surely aware, are already well established by Western brand icons. Future success is expected with the company predicted to double in size in the next five years. As one analyst commented: "Shanghai Tang is the best combination of Chinese culture paired with current dynamic market change and shopper needs. This model could be learned and re-applied by other Chinese brands, but success is not that easy to copy".

And there's the rub when we come back to our own supposedly less glamorous world of tyres. When we consider that more than half of the 300 or so tyre brands that are now out there in our European market originate

from China, how many of these carry even a fragment of brand equity or loyalty? How many extoll the virtues of their technical excellence? How many stand out from the crowd as future world beaters?

We're already starting to see the effects of production overcapacity in the market and the consolidation in manufacturing that will likely follow. This may have the beneficial side effect of establishing stronger market leaders in China who can enthusiastically take on the global brand challenge. For when it comes to brand success, it's not only about making an exemplary product but, more importantly, communicating the benefits to a sceptical or ignorant public. Many consumers have already been indirectly influenced to avoid 'cheap Chinese' – even though several of these challenger Asian tyre brands are now proving themselves to be technically superior when compared with legacy manufacturers from the West.

For those tyre brands that we are proud to selectively represent, Zenises will use every communication channel available to support the incredible product development advances that we witness with each year passing. For sure there will remain some lesser quality Chinese tyres on sale, just as there will also be low quality American, African and European tyres readily available in the market (we shouldn't forget where the majority of the old tyre facilities are based).

But let's also celebrate those manufacturers who are working hard every day to be the new Shanghai Tang of the tyre business. And with a clear brand message and long-term marketing focus, those brands can be challengers to the 'status quo' of the tyre business.