



Your Care, Our Care



“Good tyres
always withstand the test of market.”





Keter In Dubai

215/60R16 @
2nd Large
TAXI Company

*"Runs over
100,000 km,
some even hit a
record over
150,000 km."*

—ELITE
ENGINE AUTO





Keter In Qatar

Started @ 2013

*"Keter, grows
into a famous
brand in Qatar."*

*Thanks to the
professional
marketing
and hard
work of
WINGS Group*

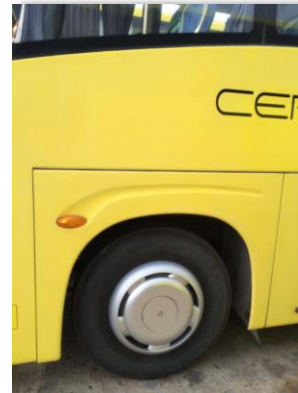


Keter In Philippines

4 years'
cooperation
until now

*The current
traffic lines
cover Shuttle,
Inter-City,
Tourist, Local
transport with
more than 6000
large and
medium buses.*

***They like
Keter Tyres!***





Keter In Kazakhstan

"Reviews concerning first batch were excellent, tires keep overloading well and resist cuts and rubber tearing in the operation of his career on dirt road."

— LLC



The collage consists of four distinct images. From left to right: a yellow bus parked on a dirt road; a woman in a black dress holding a white object; a white bus with a large advertisement on its side; and a Huset advertisement featuring a list of products and prices.

NOC Company, located in Portland, is a family company. Initially in Portland, Oregon. In 2014, NOC contacted Keller and tried to develop tyre services. With Keller Sales Engineer Adair's help, NOC started tyre business and during 2 years time, NOC grows very fast.

Now MOC got two tyre shops services in Istanbul, Turkey, covering auto parts and tires.

To promote Kiser brand, NOC attended the Tyre Fair in Turkey organized from Apr 27 to 30 in Adiyaman and designed posters for Kiser PCR tyres.

T.P. Auto is our reliable partner in promoting Kolar Band tyres. After two years known by each other, they plan to be the closest partner of Kolar, relationship also going to be not only business, but a family member in the company. They plan to have a first shop special only for Kolar in Kazakhstan, Central Asia and even also to have 2-3 shops for Kolar and Interlac tyres for distribution and retail business with an entire

[illegible]

**SAME PHILOSOPHY
OF BUSINESS,
WE GOT ON TOGETHER
LIKE OLD FRIENDS**

ALAN TYSON is just KETER's newly beginning of 2015. Its CEO has already had some marketing ideas with KETER, and they do good effort for promotion of KETER in Bangladesh. They make their own promotional items to customers.

Speed, KETTER's great partner in Panama, also do business in other central and South American countries. So now they opened three stores in Panama, and annual sales have a rapid growth every year. They truly like the poster and stands which KETTER send to them!

Wolke Trading is a new member of KUTV's family. We got the first shipment in August, and they start around order week. Mr. Mahwood is with every item when he's merchandising, we cooperate with him for promotional items, and he also makes Peeper with his local language. This year we will have further business for KUTV's Sports Center.



M.T. Types is our exclusive agent for Republic of Ireland & North Ireland of U.K. We started contact from spring of 2012, and met in M.T. office in autumn of 2015. Until now, Kuber & M.T. already confirmed a long term cooperation plan together.

M.T. has always made great effort to promote Kater brand and our business. Kater will be M.T.'s most trustworthy supplier and M.T. will be Kater's excellent partner in this market.

[illegible]

• **Productivity**
 • **Quality**
 • **Cost**
 • **Time**
 • **Flexibility**
 • **Reliability**
 • **Customer Satisfaction**
 • **Employee Satisfaction**
 • **Environmental Impact**
 • **Social Responsibility**
 • **Community Engagement**
 • **Employee Development**
 • **Health and Safety**
 • **Supply Chain Management**
 • **Marketing and Sales**
 • **Research and Development**
 • **Legal and Compliance**
 • **Human Resources**
 • **Information Technology**
 • **Finance**
 • **Operations**
 • **Logistics**
 • **Manufacturing**
 • **Construction**
 • **Healthcare**
 • **Education**
 • **Government**
 • **Non-Profit**
 • **Energy**
 • **Transportation**
 • **Telecommunications**
 • **Media**
 • **Food and Beverage**
 • **Retail**
 • **Real Estate**
 • **Automotive**
 • **Aerospace**
 • **Defense**
 • **Maritime**
 • **Aviation**
 • **Space**
 • **Biotechnology**
 • **Pharmaceuticals**
 • **Chemicals**
 • **Metals and Mining**
 • **Textiles**
 • **Apparel**
 • **Electronics**
 • **IT Services**
 • **Consulting**
 • **Professional Services**
 • **Engineering**
 • **Architecture**
 • **Design**
 • **Advertising**
 • **Public Relations**
 • **Media Relations**
 • **Government Relations**
 • **Investor Relations**
 • **Analyst Relations**
 • **Media Monitoring**
 • **Social Media**
 • **Content Marketing**
 • **Influencer Marketing**
 • **Search Engine Optimization**
 • **Pay Per Click**
 • **Email Marketing**
 • **Direct Marketing**
 • **Referral Marketing**
 • **Partnerships**
 • **Co-branding**
 • **Licensing**
 • **Franchising**
 • **Acquisition**
 • **Merger**
 • **Divestiture**
 • **Spin-off**
 • **Joint Venture**
 • **Strategic Alliance**
 • **Equity Investment**
 • **Debt Financing**
 • **Equity Financing**
 • **Convertible Bonds**
 • **Preferred Stock**
 • **Common Stock**
 • **Warrants**
 • **Options**
 • **Call Puts**
 • **Forward Contracts**
 • **Swaps**
 • **Derivatives**
 • **Hedging**
 • **Risk Management**
 • **Insurance**
 • **Reinsurance**
 • **Underwriting**
 • **Brokerage**
 • **Investment Banking**
 • **Asset Management**
 • **Private Equity**
 • **Venture Capital**
 • **Angel Investing**
 • **Seed Funding**
 • **Series A**
 • **Series B**
 • **Series C**
 • **Series D**
 • **Series E**
 • **Series F**
 • **Series G**
 • **Series H**
 • **Series I**
 • **Series J**
 • **Series K**
 • **Series L**
 • **Series M**
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 • **Series X**
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 • **Series Z**
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 • **Series GT**
 • **Series GU**
 • **Series GV**
 • **Series GW**
 • **Series GX**
 • **Series GY**
 • **Series GZ**
 • **Series HA**
 • **Series HB**
 • **Series HC**

Great News!
Keter is endorsed
by Russia Partner:

Pacific is our KOTER agent in Malaysia, Vietnam, which is an excellent and potential company, he specialized in T&E and R&D, especially for T&E, and



New handsome member of KETER FAMILY 505 is a true muleshoe and retains its figure, dealing easily with the world's most ferocious type branch. After the quality and price comparison, he truly chose our KETER 505 for the increasing quantity he KETER 505.

We believe that we will have a successful cooperation with OCB in 2020!



KETER

ALL AROUND THE WORLD

NEW SERIES NEW BRAND  **INTERTEC**

Europe
Asia
Africa
America
Oceania



PCR

HP
UHP
SUV
AT MT
C & LT
SNOW



PCR

HP
UHP
SUV
AT MT
C & LT
SNOW

TBR

Highway
Mix Road
Mining
ECO



TBR

Highway
Mix Road
Mining
ECO

OTR

Loader
ADT
RDT
Others



OTR

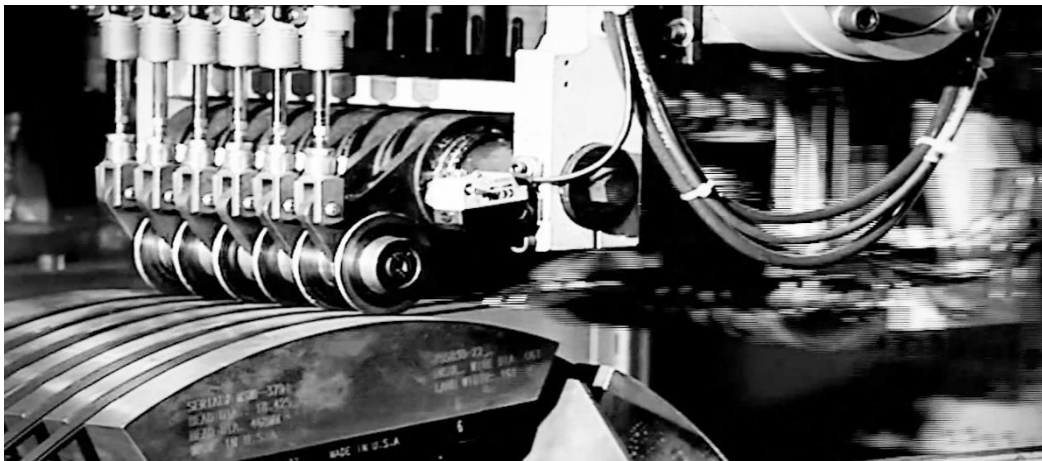
Loader
ADT
RDT
Others

IND

Port Use
Others



All the sizes you need,
you can find in KETER.



KETER Tyre Manufacturing Base

Every manufacturing process
from Keter always withstand
the test of market.





DOT
SMARTWAY
NOM

INMETRO

REACH
ECE
S-MARK



CCC
ISO 9000
BIS

GCC
SON

**We have got all the certificates for global markets,
with strict control in processing and testing.**



“Good brand
always withstand the test of market.”

→The video will tell you the story of “KETER”. →

“To be your neighbor, to be sincere forever”

It is not only a slogan, but also our great gratitude to all the family and friends who ever helped Keter.



KETER
Your Care, Our Care

Stable
Placid
Environmental

GREEN

Brave
Intelligent
Technical

BLUE



In **2015**

INTERTRAC

made its debut.

A higher level brand with leading technology

'Actuation Derive From Technology'



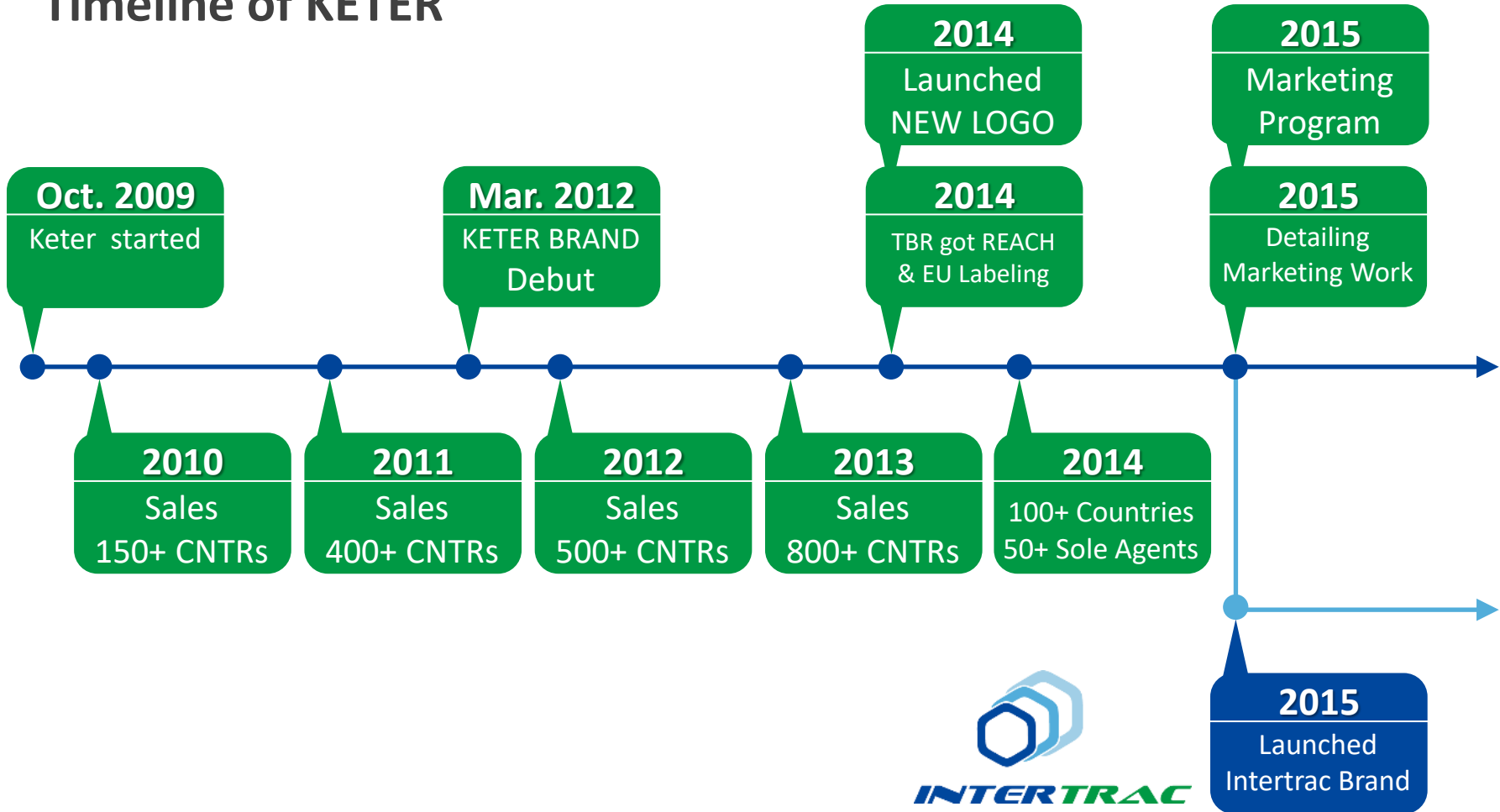
INTERTRAC

Next Generation

High Level Products

The Future

Timeline of KETER





Keter tyres are well-received in
more than **80%** countries in Asia & Australia





“Good service
always withstand the test of market.”

Professional Sales Service of Keter

Communication

STEP 1



Inquiry

STEP 2



Quotation

With Proper Marketing Supports

STEP 3



Order Confirmation

STEP 4



Deposit

STEP 5



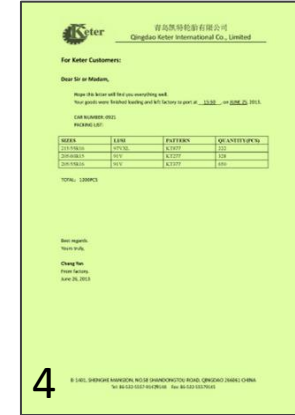
Shipping

Production and delivery

STEP 6



Standard Packing and Transit Service of Keter



Tracking Letter



6-Quick-Step-Closing-Claim Service of Keter



Step 1

Self judgment
from customer
side.



Step 2

Customer submits
documents for claim,
including Claim
Form and pictures.



Step 3

KETER engineers
verify and analyze
tire problems and
present proposal
for claim.



Step 4

Both parties
confirm claim
judgment.



Step 5

Finance &
Accounting
Process



Step 6

KETER
compensates
according to the
judgment and
warranty file.

Customized Product Service of Keter



Requirements

Puncture Resistance Compound

From WISH WAY RESOURCES LIMITED

Analysis

Location: The Philippines@Asia, Tropics

Application: Mining

Size: 315/80R22.5

Finished

Apr. 2013 (Within 3 months)



***“Good marketing supports
always withstand the test of market.”***



Creativity



Support



Communication

Creativity in Tyre Shows



Booth of 36-60 sq.m



Meet Keter on site



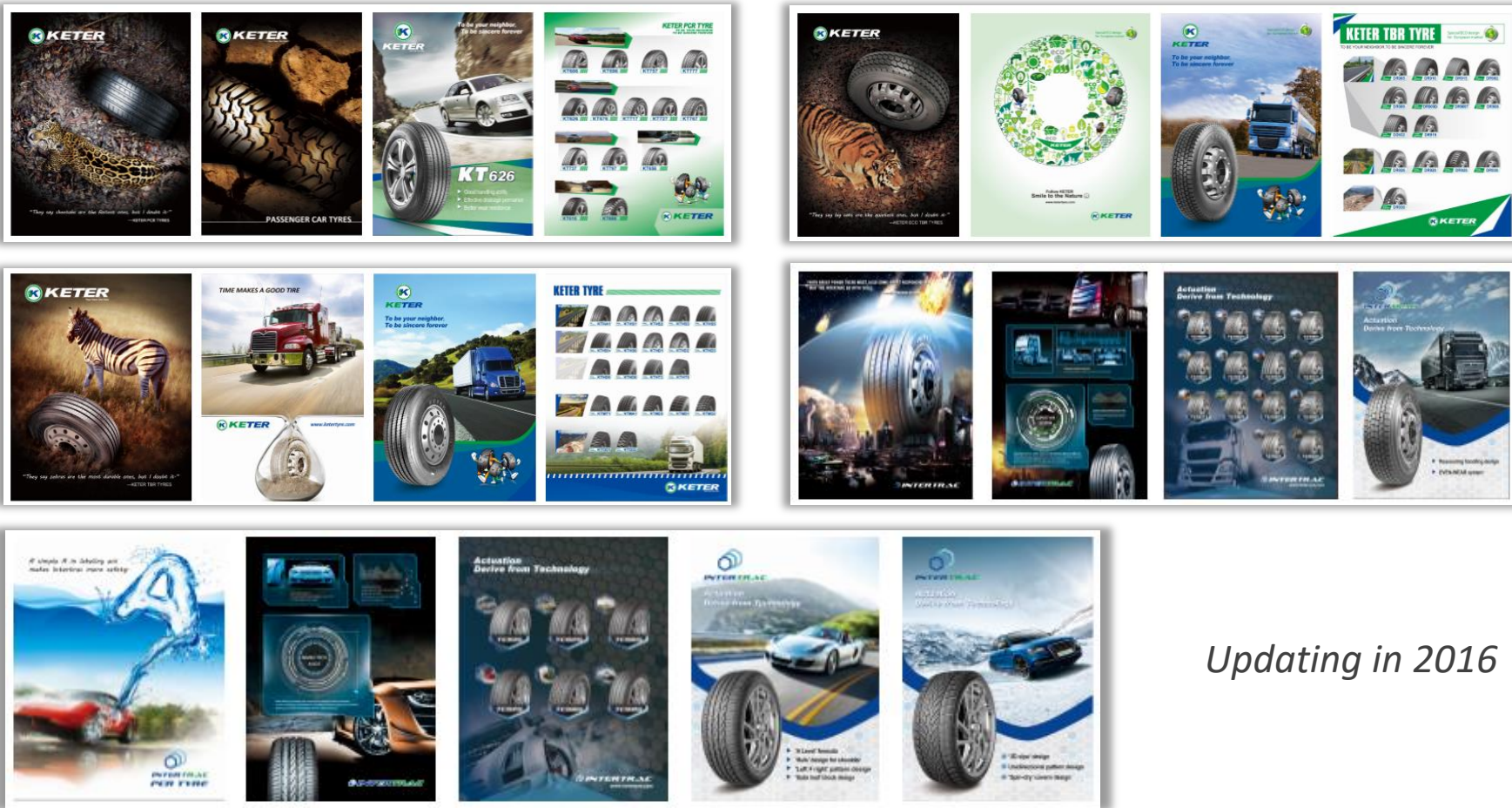
E-mail Signature for all Tyre Shows



Booth of 18-30 sq.m

No.	Exhibition	Date	Location
		Mon.	
1	EQUIP AUTO Algeria	2	Algeria
2	Tyrexpo Africa	3	South Africa
3	Automechanika ME	5	UAE
4	Reifen	6	Germany
5	Tyre Expo Latin American & Caribbean	7	Panama
6	Citexpo	9	China
7	SEMA	11	USA

Creativity in Posters



Updating in 2016

Supporting on Gift Packs



Keter Gift Packs

Attractive store decoration with Keter exquisite design.

The gift packs will come to you with the tires in container .

One world, one KETER.



GIFT PACKS 2016

Actuation Derive from Technology

Intertrac Gift Packs

Attractive store decoration with Intertrac exquisite design.

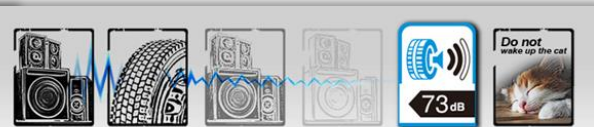
The gift packs will come to you with the tires in container .

Actuation Derive from Technology.



Contact us for more details of Gift Packs

Supporting on Promotion Programs



Though so excited, please keep quiet! You see, the cat is sleeping.

The **ECO-TBR** of Keter brand achieved good results in noise testing under the European labeling law!

All the Keter **ECO-TBR** reached the low noise level with **75 dB** in driving position and **73 dB** in steer position except one pattern (the DR930 is in the optimization).

KETER ECO-TBR passed the second stage of EU labeling; the test is valid till the year of 2020.

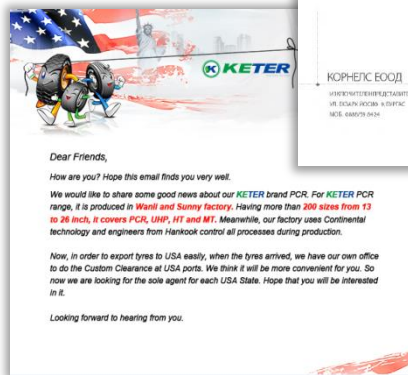
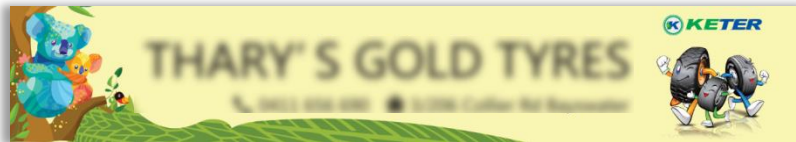
Oh, the cat wakes up unwillingly because of your big laugh!

Contact us and let's deal with the angry cat.



Continuous Updating

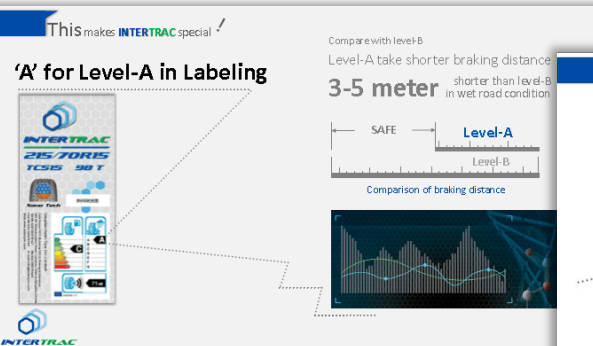
Supporting on Customized Marketing Files



Contact Us
For Public Files of Keter
All OPEN to You



Communication on Products



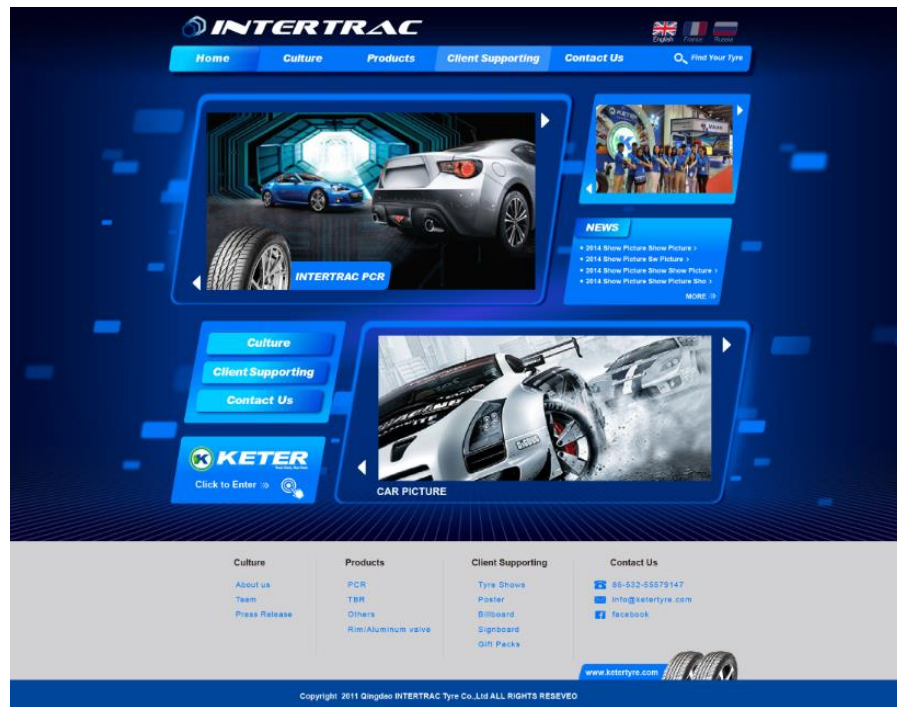
You can find all the Products Introduction PPT from Keter

Communication online



New Keter Website is **ready online** !

Well-established INTERNET
service help you **more of keter**



The New INTERTRAC Website is online now

个人信息页



个人信息页



个人信息页



个人信息页



