



**KETER**

*Your Care, Our Care*

**Your Care, Our Care**



**“Time** *makes a good TYRE.*”





## Keter In Dubai

215/60R16 @  
2<sup>nd</sup> 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*



## Don't Be Shy, Little Angel, Happy to See You Again

After Two Years, They Made Keter Feel Like One of the Big Family

Partner said, let there be decorated, and there was decorated

Feedback from Sudan

Feedback from United Kingdom

Keter in Istanbul, The Start to Success.

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

Partner said, let there be decorated, and there was decorated

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## ACTIVE PARTNER WITH KETER

Great News! Keter is endorsed by Russia Partner

Feedback from Sudan

Feedback from United Kingdom

Keter in Istanbul, The Start to Success.

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

## KETER ALL AROUND THE WORLD

NEW SERIES NEW BRAND

Feedback from Sudan

Feedback from United Kingdom

Keter in Istanbul, The Start to Success.

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

# Keter All Around The World

Europe  
Asia  
Africa  
America  
Oceania

DESCRIPTION OF GOODS		
TYRES		
KETER	8.25-16	SH158
KETER	18.00-25	L-5S
KETER	17.5-25	E3/L3
KETER	23.5-25	E3E
KETER	8.25-15	T188
KETER	6.50-10	T188
KETER	28X9-15	T188
KETER	7.00-12	T188
KETER	18.4-38	R1
KETER	14.9-24	R1
KETER	600-16	R1
KETER	18.4-30	R1



(1)Brand	(2)Size	(3)Specification
Keter	11.00R20	18
Keter	295/80R22.5	18
Keter	315/80R22.5	20
Keter	315/80R22.5	20
Keter	315/80R22.5	20
Keter	385/65R22.5	20
Intertrac	385/55R22.5	20
Intertrac	LT265/70R17	121/118R
Intertrac	235/85R16LT	120/116R
Intertrac	LT235/75R15	116/113Q
Intertrac	195/65R15	91H
Intertrac	195/70R14	91T
Intertrac	155R12LT	88/86Q



## One Common Order

@ Tanzania

*"We can buy the tyres we needed outright."*

*This is what we said "One-Stop Procurement Solution"*

**PCR**

HP  
UHP  
SUV  
AT MT  
C & LT  
SNOW



HP  
UHP  
SUV  
AT MT  
C & LT  
SNOW

**PCR**

**TBR**

Highway  
Mix Road  
Mining  
ECO



Highway  
Mix Road  
Mining  
ECO

**TBR**

**OTR**

Loader  
ADT  
RDT  
Others



Loader  
ADT  
RDT  
Others

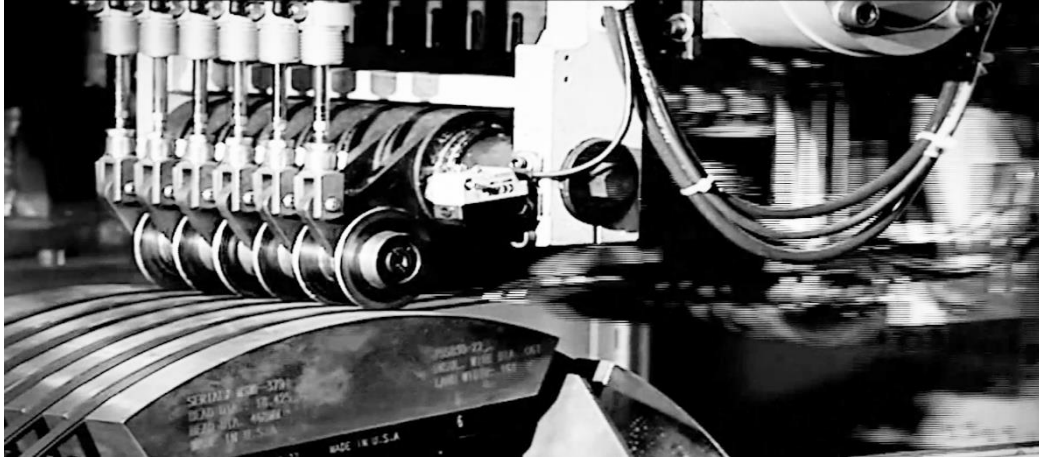
**OTR**

**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

REACH  
ECE  
S-MARK

INMETRO

GCC  
SON  
SASO Labeling

CCC  
ISO 9000  
BIS

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



**KETER**  
Your Care, Our Care



**INTERTRAC**

**“Time makes good BRANDS.”**

→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

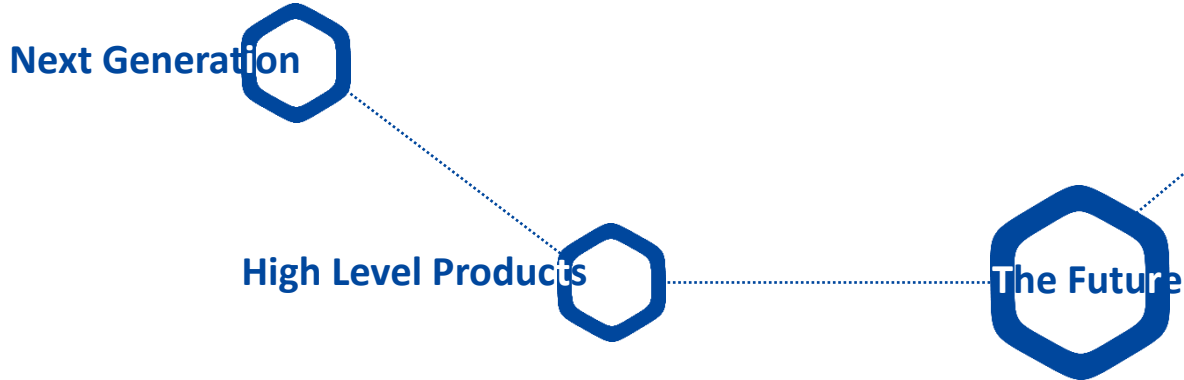
made its debut.

A higher level brand with leading technology

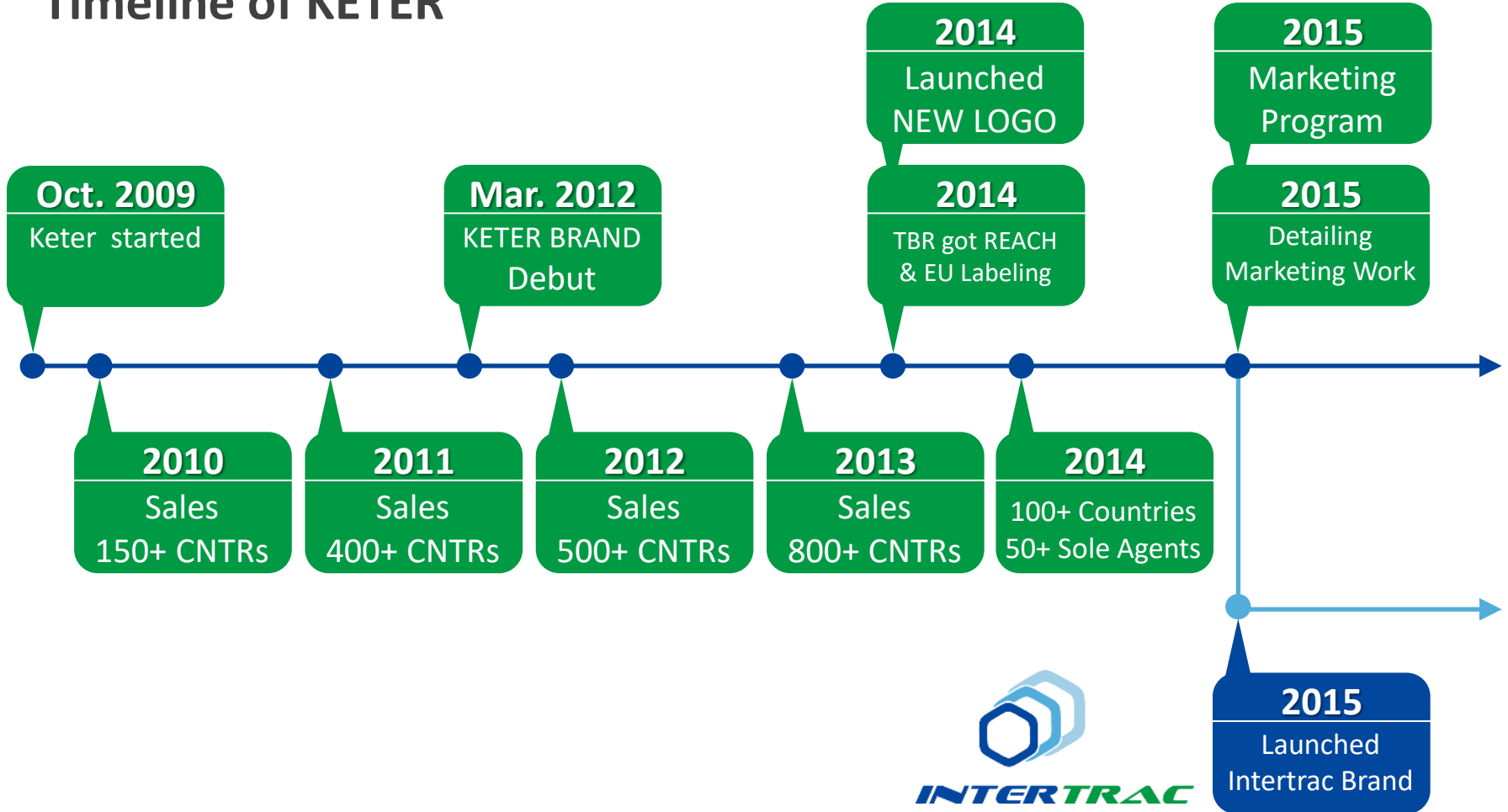
'Actuation Derive From Technology'

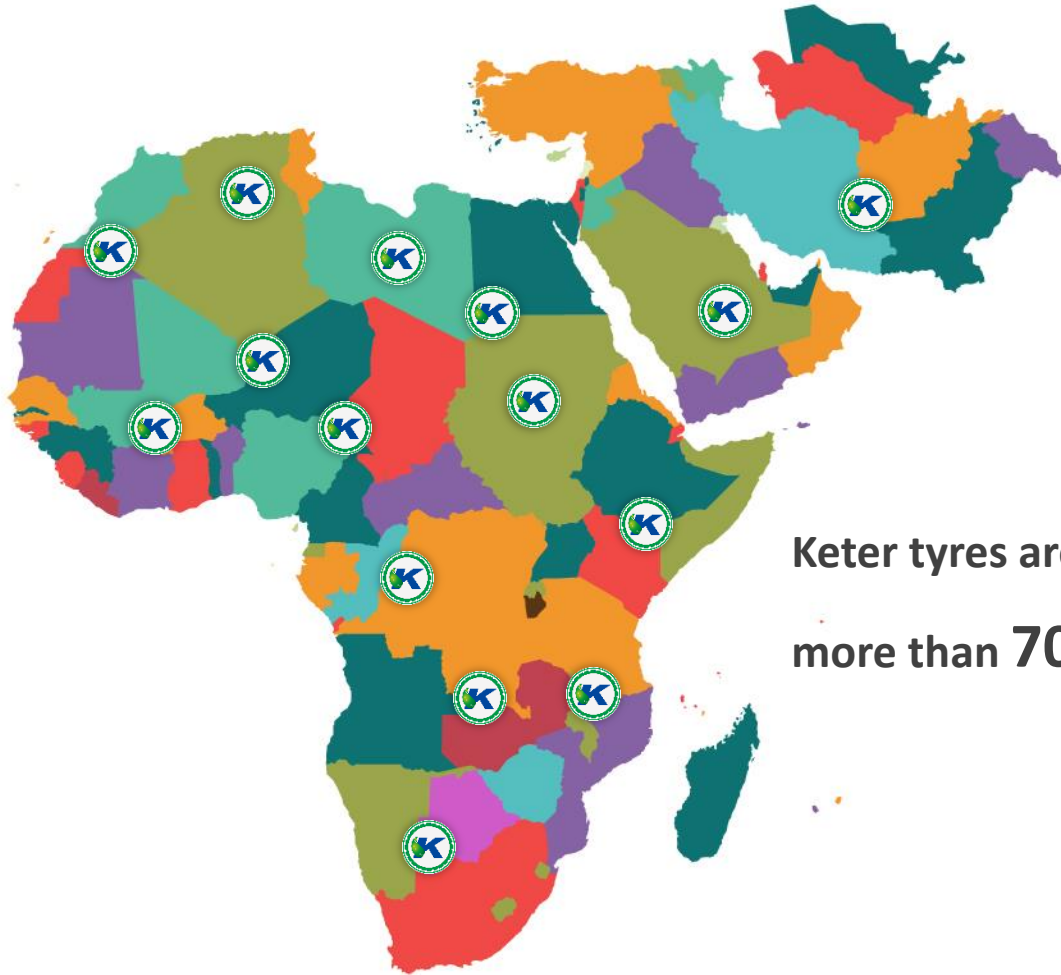


**INTERTRAC**



# Timeline of KETER





Keter tyres are well-received in  
more than **70%** countries in Africa & Middle East





***“Time makes a good SERVICE.”***

# 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



**Keter** 香港國際輪胎有限公司  
Cinglan Keter International Co., Limited

For Keter Customers:

Dear Sir or Madam,

Please find below the details of your consignment. Your goods were loaded, sealed and left for transit on 2024-06-20 at 08:00 on 2024-06-20.

CONSIGNEE: (802)  
PACKING LIST:

SIZE	TYPE	EXTRA	QUANTITY
205/55R16	EVOLV	1,120P	120
205/55R16	EVOLV	1,120P	120
205/55R16	EVOLV	1,120P	120

TOTAL: 360PCS

Best Regards,  
Keter Pte. Ltd.

Cheng Yin  
Keter (China)  
June 20, 2024

4

8 LAILI SHENGDE WANGSHI WUJIU CHANGCHONGTIE ROAD, QINGDAO SHANGHAI, CHINA  
Tel: 86-532-85578888 Fax: 86-532-85578888

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)*



**“Time** *makes a good*  
**MARKETING SUPPORTS.**”



Cre



Suppo



Communica

# Creativity in Tyre Shows



Booth of 36-60 sq.m



Meet Keter on site



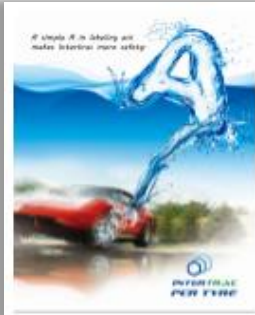
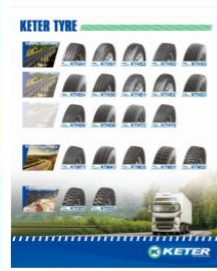
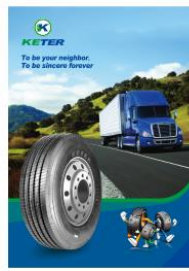
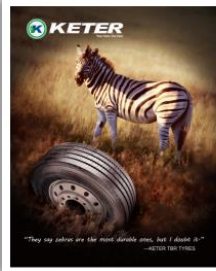
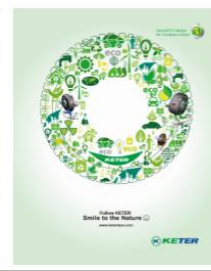
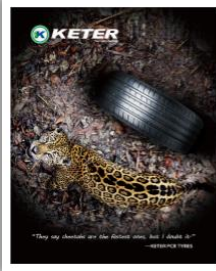
E-mail Signature for all Tyre Shows



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

The Brand New  
**21 Series**  
JHP SUV

Get More

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**KETER**

Come and get the **FREE TYRES**!

KETER 2014 Happy Summer Pro

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**KETER**

'A Little Help,  
Can make **KETER** better'

Feedback Collection Program 2014

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**KETER**

It's a Good Opportunity  
to Hitch a Ride

Let's celebrate the 10,000-large-order

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Do not wake up the cat

73 dB

*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.

Joy to The World

KETER 2016  
New Year Present Program

**KETER**  
Your Care, Our Care

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For every 1000 pieces TBR tyres order is confirmed **celebrate it!**

For every 2000 pieces you can get **1%** discount to join us.

For every 4000 pieces you can get **2%** discount to join us.

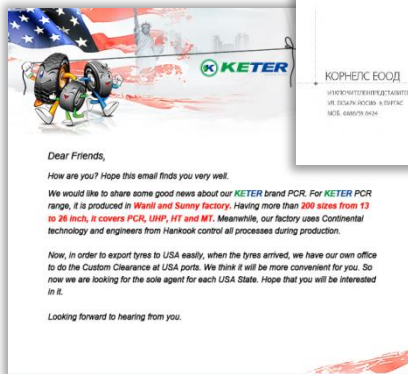
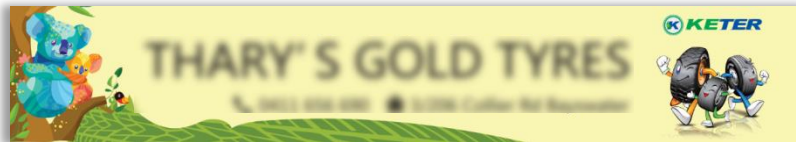


Only the orders placed before Dec. 31<sup>st</sup> are available.  
KETER reserves the right to the interpretation of the above terms and conditions.

Continuous Updating



# Supporting on Customized Marketing Files



Contact Us  
For Public Files of Keter  
All OPEN to You



# Communication on Products



**KETER**  
Your Care, Our Care

## Products Recommendation 2016

All Rights Reserved



## 2016 TBR Tyre Recommendation

All-steel truck and bus radial tyres

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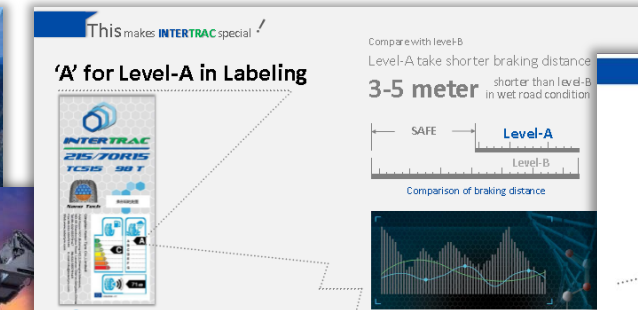


## ECO TBR PRODUCTS



## 2016 New Bias OTR Products

Powered by Zowin



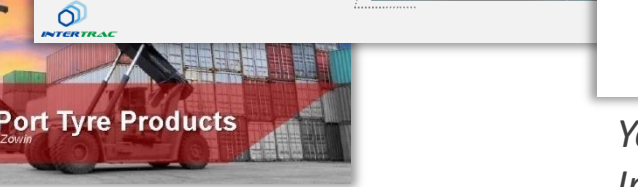
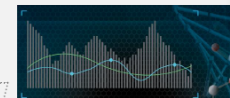
This makes **INTERTRAC** special!

### 'A' for Level-A in Labeling

Compare with level-B  
Level-A take shorter braking distance  
**3-5 meter** shorter than level-B in wet road condition

SAFE | Level-A | Level-B

Comparison of braking distance



## 2016 New Port Tyre Products

Powered by Zowin



This makes **INTERTRAC** special!

## EARTH CARE & PROTECTION SUPER FUEL SAVING

By Supertyre System

Formula cooperate with structure.  
Which proves lower rolling resistance & better tyre circular degree



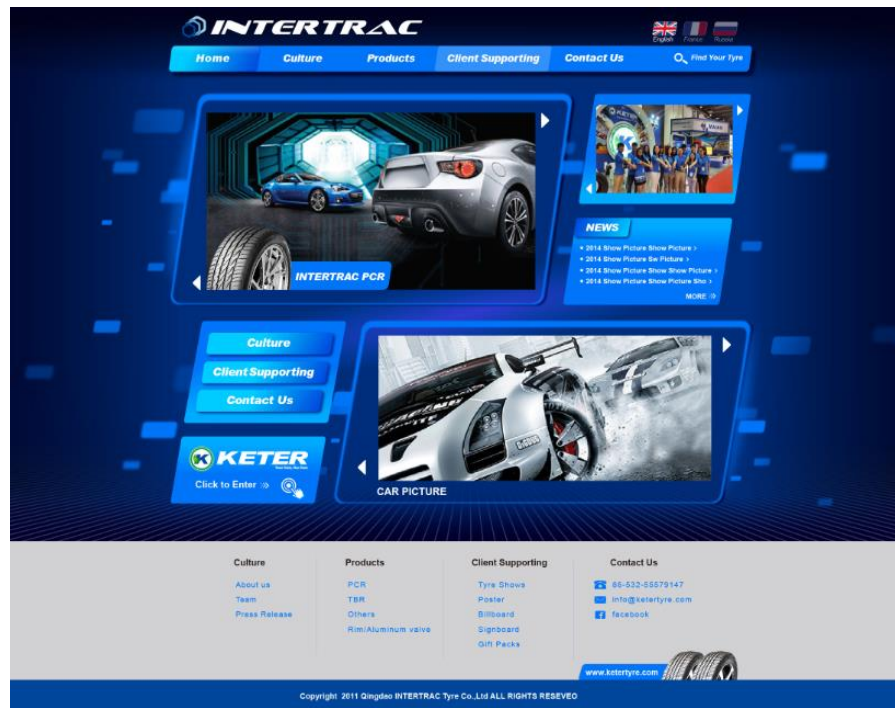
You can find all the Products Introduction PPT from Keter

# Communication online



New Keter Website is **ready online** !

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



The New INTERTRAC Website is online now

# So

Time makes a better KETER



Thanks

可加个人形象页

