

ONTRAC



DISTRIBUTION NOW BETTER THAN EVER



The opening of **Bond International's Chepstow depot** in 2008 to serve the South-West of England and South Wales was a key stage in its ongoing plan to enhance what is already one of *the finest tyre distribution operations* in the UK today. **68 delivery vehicles** now operate out of the company's four main warehouses, which have a *combined storage capacity of close to 600,000 tyres*.

NEW BRAND IDENTITY FOR MARSHAL

The Marshal brand has been given a fresh new look to reflect and communicate the clean, modern and hi-tech image of its product line-up.

The new logo or 'signature' has been designed in a **SMART GREY** and **YELLOW** colour combination but will also be frequently used with the familiar Marshal **RED** background.

The identity has already started to appear on the sidewall of new products and features strongly in our latest *Just Drive* trade advertising campaign. It will progressively replace the existing logo as we introduce new point-of-sale material and merchandise.



SIGN UP FOR THE MARSHAL PLATINUM CLUB

Becoming a member of the Marshal Platinum Club is your passport to a superb package exclusively available to Marshal retailers:

- Cash rebate paid twice yearly if you meet agreed volume targets
- The *best prices* on all tyres in the extensive Marshal range
- A full kit of Marshal point-of-sale signage and workwear
- Invitation to qualify for our regular incentive programmes such as last year's highly successful trip to *Las Vegas* and our *2009 Spanish Masters golf tour*

- Inclusion in the *dealer locator* on the Marshal Tyres UK web site
- Opportunities to join *Marshal product test days* at the company's test facility at MIRA in Warwickshire

Contact your Bond International sales representative today for more details.

Signature 

CHARTING THE
MARSHAL
PRODUCT MATRIX

BOOST
FOR MARSHAL
PRODUCTION
CAPACITY

DISTRIBUTION
NOW **BETTER**
THAN EVER

MARSHAL
PLATINUM CLUB

Dear Marshal Platinum Club Member



Welcome to the new look **MARSHAL ONTRAC** magazine for Spring 2009 – and I would like to begin by *thanking you for your contribution* to what has been a very successful start to the year for the **MARSHAL** brand.

With **MARSHAL**, we believe you have a brand which gives you everything you need for a successful sale to the growing number of motorists who are looking for a tyre which gives them the peace of mind of a quality product without having to dig too deep into their pockets. Inside this magazine, you will read about some of the reasons why:

- Award-winning products
- Wide range, offering excellent market coverage across the car, 4x4, van and heavy truck sectors
- Modern, high-technology patterns and constructions
- True value from one of the UK's longest established mid-range brands
- Superb nationwide distribution service by Bond International from its four strategically located warehouse facilities

May I take this opportunity to wish you every success with your sales of Marshal.

Kind regards
Steve Tidmarsh,

Sales Director, KUMHO TYRE (UK) Ltd



BOOST FOR MARSHAL PRODUCTION CAPACITY

THERE'S A TOTAL OF **EIGHT** STRATEGICALLY POSITIONED MANUFACTURING PLANTS THROUGHOUT ASIA.

With the completion in October 2008 of its new truck tyre facility in Nanjing, China, Kumho now has a total of eight strategically positioned manufacturing plants: three in Korea, four in China and one in Vietnam.

The company's total production capacity is now running at around 65 million tyres per year, with further expansions planned as global demand increases.

Although most of the **Marshal Tyres** are still manufactured at the vast Gokseong and Gwangju factories in Korea, the new **MATRAC MH11** range is entirely produced at the ultra-modern Tianjin plant in north-eastern China.

With the additional capacity of our factories, we can look forward with confidence to a steady improvement in our supply rates throughout 2009.



CHARTING THE MARSHAL PRODUCT MATRIX

Established for over 25 years, Marshal is one of the most accepted mid-range brands in the UK, where it achieves the highest sales of any of the markets it is sold in around the world.

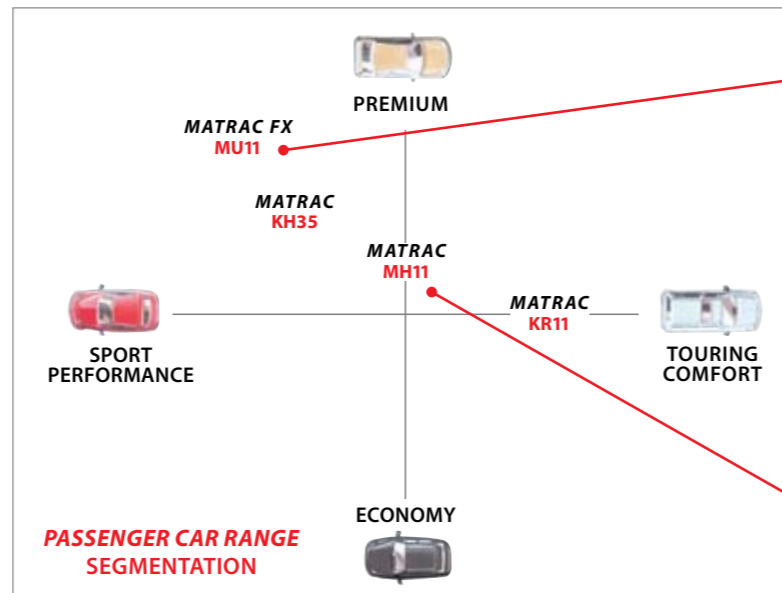
The car, 4x4 and van range caters for all popular sizes and, over the last four years, there has been huge investment in developing new patterns, compounds and construction technologies. Much of the work has been spearheaded by the engineers and test staff at the Kumho Europe Technical Centre in Birmingham.

To help you understand how the products fit into their different market segments, and so assist you in selling them to your customers, we have developed product positioning charts for both the car and 4x4 and van ranges.

ROAD VENTURE MT KL71



ROAD VENTURE MT KL71 is the ultimate in mud traction and rock crawling performance.



MATRAC FX MU11

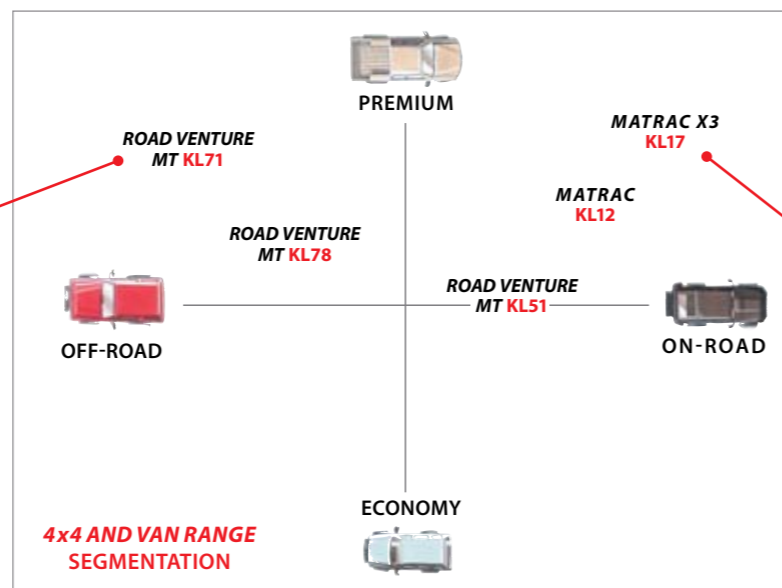


MATRAC FX MU11 is a new flagship ultra-high performance tyre from **Marshal**, and offers an unbeatable combination of both performance and good looks. Two of its most notable characteristics are its high resistance to uneven wear, and low noise generation.

MATRAC MH11



MATRAC MH11 is a high-performance tyre with a directional tread designed to give excellent wet weather performance combined with high levels of grip on dry roads.



MATRAC X3 KL17



MATRAC X3 KL17 is designed for the latest generation of premium 4x4 vehicles. Combines class-leading on-road comfort with high levels of high-speed driving stability and aquaplaning resistance.



NEW R&D CENTRE

Our new R&D Centre, located in Korea, is scheduled for completion early in 2010. The **£35 million, 34,842 square metre facility** will play a key role in developing new **Marshal Tyres** in the years to come.

The centre, located less than an hour's drive from Seoul, will serve as a hub to coordinate the activities of **Kumho's** existing research centres in the **UK, USA, China and Korea**. It will feature the latest equipment and world-class facilities for testing and analysing tyre noise and vibration, in addition to the all-important laboratories.

The building will be certified as 'GREEN' – the designation given to Korean facilities built within strict guidelines regarding environmental impact, energy usage, nature conservation and carbon footprint.

As part of its overall strategy to bolster R&D, the company plans to double its number of research employees to 1,200 by the year 2015.

