

TOLEDO

**TOLEDO TIRE
RETAILER
RECRUITMENT
BROCHURE**



TOLEDO

We are a tyre brand operator
committed to delivering
greater profitable Products for
our customers.



TOLEDO

With years of experience in tyre brand operation, we make tyre sales more effective for you.

About Toledo

Our Products

Innovation Points

Quality Assurance

Overall Business Support

TOLEDO

About Toledo

17

Years of History

90+

Countries & Regions

266+

SKU

8

Professionally
designed patterns

3year

Top Quality Assurance

- Launched in 2008 as one of tire Brand family of SD International with a reliable guaranteed quality.
- Design engineering from Europe, using the most up to date design technology available.
- All size tested & approved according to Regulation of (EU)-No.2020/740, and certification for each market are available.
- Over 200 sizes available, with many more to be introduced soon.
- Exclusive distribution available and full market support assured.
- Direct factory program, ensuring steady supply , solid quality with competitive price.

TOLEDO

We provide you with
the most cost-effective
tyres and services

Quality/Price

MICHELIN,BRIDGESTONE,GOODYEAR,PIRELLI,
DUNLOP,CONTINENTAL

Quality/Price

HANKOOK,YOKOHAMA,KUMHO,
SUMITOMO

Quality

TOLEDO
KUMHO NEXEN

Price

KUMHO
NEXEN

Quality

LINGLONG,
TRIANGLE,
SAILUN

Price

TOLEDO
LINGLONG,
TRIANGLE,SAILUN

Quality/Price

OTHER
BRANDS

TOLEDO

We provide you with
the most cost-effective
tyres and services

Quality/Price

MICHELIN,BRIDGESTONE,GOODYEAR,PIRELLI,
DUNLOP,CONTINENTAL

Quality/Price

HANKOOK,YOKOHAMA,KUMHO,
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Quality

TOLEDO
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Price

KUMHO
NEXEN

Quality

LINGLONG,
TRIANGLE,
SAILUN

Price

TOLEDO
LINGLONG,
TRIANGLE,SAILUN

Quality/Price

OTHER
BRANDS

TOLEDO

PCR TYRES

UHP



FIROZA T5



FIROZA SPORT



WINTER



ALL-SEASON



FIROZA EV



RAGNAR R9



RAGNAR A8



RAGNAR H7

On-Road
Summer

Off-Road
Winter



FIROZA T3



ROVITTA VAN

HP

TOLEDO

6 TOLEDO's MAJOR INNOVATIONS



Comfort Ride
Technology

TLD-CRT



Ultra Range
Technology

TLD-URT



TLD-ADT



All-Weather
Driving
Technology

TLD-LRC

Low-roll
Compound



Noise Reduction
Technology

TLD-NRT



LD-PCT

Precision Contro
Technology



TOLEDO

Top-Level Product Development Management System

Ensuring every delivered tire is the best through a comprehensive product management standard.



DEMAND

Plan products based on market needs

DESIGN

Use SD's proprietary R&D system

OEM

Partner with factories for custom production to meet quality and technical standards

TEST

Complete lab, real-road, and extreme testing before launch

IMPROVE

Optimize products based on test results before market release

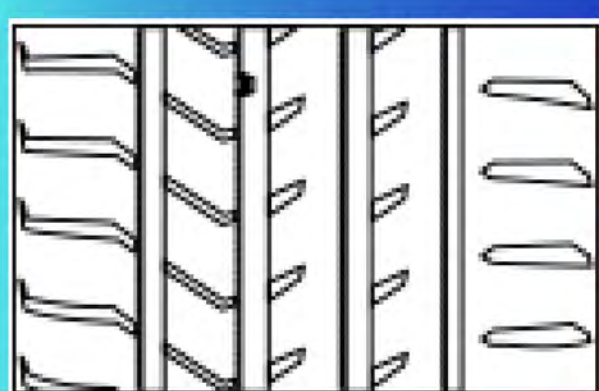
UPGRADE

Continuously monitor market feedback and upgrade products

TOLEDO

Proprietary Technology & R&D System:

SDADT™
SD-AI-DESIGN-TECH



Pattern two dimensional curve



Tire pitch arrangement



Tire three dimensional modeling



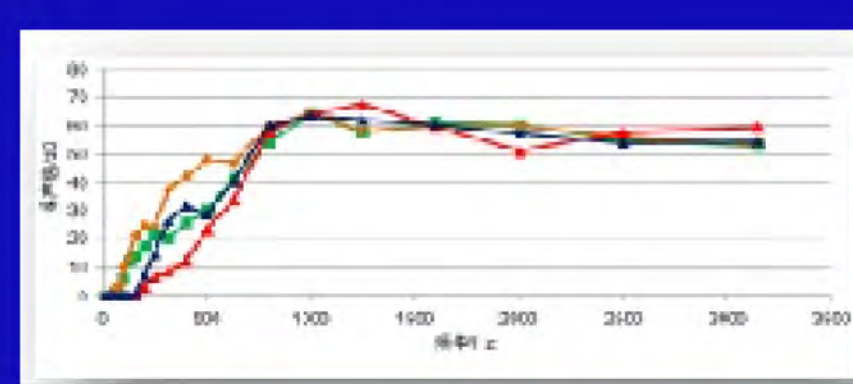
PGM chart generation



Tire pattern noise analysis



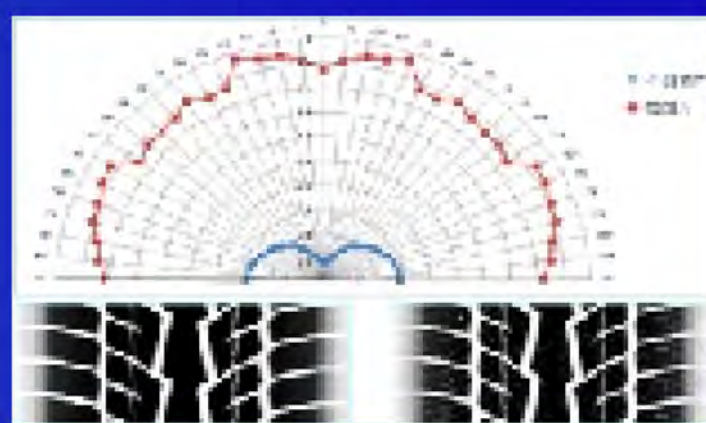
Tire pattern noise optimization TPNO



Tire pattern noise prediction TPNP



Tire pattern stiffness analysis TPSA



Tire pattern coefficient of friction analysis TPCA

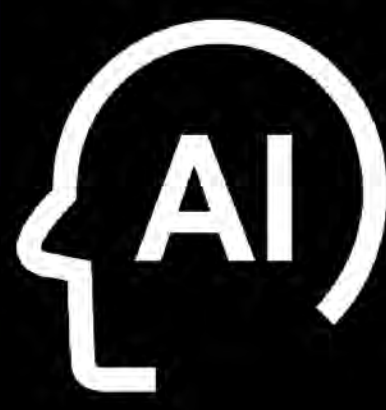
TOLEDO

Strict Quality Control Systems



Quality Control

Factory Audits
Process Quality Control
Finished Product Quality Control



AI Detection Quality Monitoring

AI-powered intelligent monitoring for precise control of product consistency and safety.



Product code Traceability

End-to-end traceability system guarantees full transparency and traceable product quality.

30

Years of Expertise

30 years of industry expertise builds outstanding quality and reliable performance.

TOLEDO

4 Quality Assurances



72-Hour Rapid Claims Handling
3-Year Tire Warranty
\$2 Million Product Liability Insurance
70,000 km Warranty

TOLEDO

Overall Business Support

TOLEDO



EXPERIENCE THE SILENCE, ENJOY THE COMFORT OF EVERY DRIVE

TLD-NRT Noise Reduction Technology
Multi-Frequency Noise Reduction Technology minimizes driving noise by offsetting sound wave energy—creating a quieter ride on both highways and city roads.

RAGNAR H7

- Excellent Drainage
- Quiet Comfort
- Precise Handling

FOCUS ON

TOLEDO

ENGINEERED TO GO THE EXTRA MILE

TLD-URT Ultra Range Technology
Designed to drastically lower energy use, this cutting-edge solution empowers EVs to go the extra mile—literally—while maintaining range anxiety.



FIRDZA EV

- Quiet Comfort
- Strong Grip
- Long-Lasting Performance

FOCUS ON

TOLEDO



SINK INTO SUBLIME COMFORT FROM DEPARTURE TO DESTINATION

TLD-CRT Comfort Ride Technology
High-elasticity tread structure effectively absorbs road vibrations for a smoother, more comfortable ride.

FIRDZA TS

- Precise Handling
- High-Speed Stability
- Quiet Comfort

FOCUS ON

TOLEDO

Take You to Ever Faraway Place

Stable at high speeds, agile in curves—high-performance driving at its quiet best.



FIRDZA EV

- Quiet Comfort
- Strong Grip
- Long-Lasting Performance

FOCUS ON

TOLEDO



RIDE BEYOND LIMITS, CONQUER ALL TERRAINS

From rocky trails to city streets—enjoy solid traction and confident control.

RAGNAR AB

- ✓ Durable and Tough
- ✓ Strong Traction
- ✓ Stable and Safe

FOCUS ON

TOLEDO

TURN DRIVING INTO PURE ENJOYMENT

In sun or rain, the RAGNAR H7 ensures a quiet, smooth, and secure ride.



RAGNAR H7

- ✓ Excellent Drainage
- ✓ Quiet Comfort
- ✓ Precise Handling

FOCUS ON

TOLEDO



RUGGED OFF-ROAD, READY FOR ANYTHING

Confident on mud, gravel, or snow—plus smooth, stable performance on highways.

RAGNAR R9

- ✓ Strong Grip
- ✓ Powerful Traction
- ✓ Safe and Durable

FOCUS ON

TOLEDO



Unleash Your Driving Potential

Sharp acceleration, smooth cornering—pure control and driving excitement.

FIRDZA SPORT

- Strong Grip
- Excellent Drainage
- Quiet Comfort

FOCUS ON

TOLEDO



Master Every Journey with Precision

Delivers unrivaled cornering response and extended mileage for a quiet, smooth ride.

FIRDZA TS

- Precise Handling
- High-Speed Stability
- Quiet Comfort

FOCUS ON

TOLEDO



Drive with Ease, Safe and Steady

Long-haul stability and safety for a more efficient commercial driving experience.

ROVITTA VAN

- Excellent Drainage
- Strong Grip
- Load Capacity

FOCUS ON



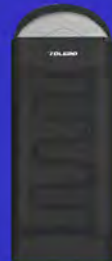
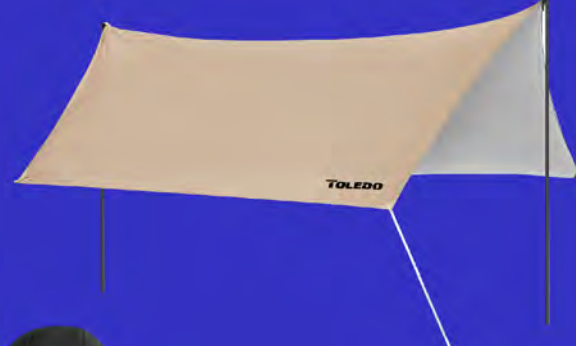
TOLEDO

Promotional Items

Office Supplies



Outdoor Gear



Vehicle Accessories



Daily Necessities



Tools & Equipment

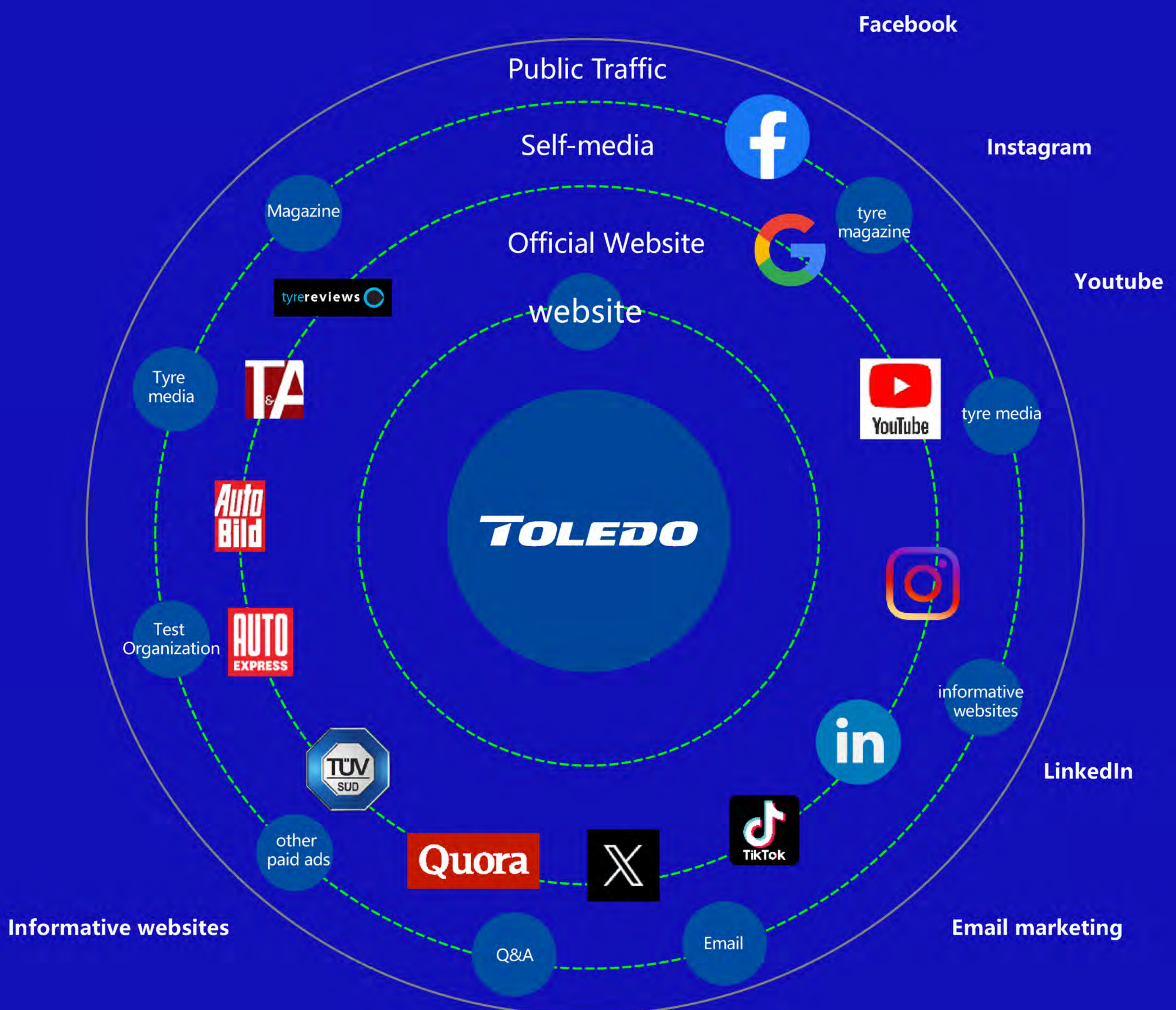


TOLEDO

Global Marketing Matrix

Develop A Brand-Centric Integrated Marketing Loop

- Official Website
- Social Media
- Q&A Platforms
- Email Marketing
- News Media
- Vertical Platforms
- KOLs
- SEO Optimization



TOLEDO

Our Determination:

We deliver Quality

We deliver Value

We deliver Trust

