

JK Tyre at The Tire Cologne 2026: Strengthening the Europe Strategy with TBR and New PCR/Van Line-up

JK Tyre & Industries is set to participate in The Tire Cologne 2026 from 9–11 June, where it will welcome visitors at Hall 6 | Stand E019. With Europe being a key market for JK Tyre's global strategy, the exhibition provides an opportunity to present its commercial strengths through the TBR portfolio and to launch a new Passenger Car and Van (PCR) line-up engineered specifically for European requirements.

JK Tyre's purpose-engineered, Europe-specific Passenger Car and Van portfolio for The Tire Cologne 2026 has been developed at the Raghupati Singhania Centre of Excellence (RPSCoE), its Global Tech Centre in Mysuru, and covers PCR and Van/LT applications in summer, winter and all-season fitments.

Across the PCR & VAN portfolio, JK Tyre has used advanced simulation and computational tools to optimise key attributes such as contact patch behaviour, sipe geometry, casing stability, rolling resistance and acoustic tuning—supporting balanced performance, endurance and comfort. Additionally, JK Tyre has integrated up to 40% sustainable materials into tyre construction as part of the company's sustainability focus.

In addition to its PCR & Van range showcase, JK Tyre is displaying its European commercial portfolio, which is positioned around field success, customer acceptance and application-specific engineering, shaped by what fleets experience in day-to-day operations. The company's Europe-focused approach is built to address evolving requirements such as higher loads, fuel efficiency, safety and retreadability—all key decision drivers for European fleet operators and dealers.

Construction duty cycles place tyres under higher mechanical stress due to mixed-road operation (highways + worksite/off-road), tougher surfaces and variable load conditions. Within this segment, JK Tyre highlights engineering aimed at balancing the classic compromise between durability and traction. Within JK Tyre's construction range—alongside JDC3 and JDC—the recently launched JETSTEEL JDCXD is positioned as a non-directional, new-generation drive-axle mixed-service tyre.

Trailer tyres in Europe are frequently selected based on fuel consumption, uniform wear, stability and overall operating economics across varied routes. JK Tyre's Europe positioning in this segment highlights tyres built for reliability, long wear life and operational stability—critical for fleets running regional cycles and long-haul trailer operations.

Within the portfolio, JETWAY JUH6 is presented as a regional haul tyre with over a decade of strong customer acceptance across multiple European markets, positioning it as a proven solution in real fleet usage.

For long-haul trailer operations, the portfolio includes JETWAY JTL, described as a long-standing choice in Europe with a focus on uniform wear and low operating costs. Its straight-rib tread design supports directional stability, while optimised groove geometry and advanced sipes contribute to traction and even wear through extended service cycles.

Alongside construction and trailer tyres, JK Tyre's commercial tyre range also includes steer patterns like JUL4 and JUL3 and drive patterns like JDH6 and JDL3, aimed at steering precision and drive-axle consistency—supporting the broader European requirement for stable performance and efficiency:

Overall, the European TBR narrative is built on proven field performance, expand responsibly, and engineer tyres that work in real European conditions—prioritising uptime, durability, predictable wear and cost efficiency for fleets and channel partners.

JK Tyre & Industries is among India's leading tyre manufacturers with a strong international footprint. Present in more than 100 countries, JK Tyre is positioned as the world's 19th largest tyre manufacturer, reflecting its scale and standing in the global tyre industry. The company's portfolio spans truck and bus tyres, light and small commercial vehicle tyres, passenger vehicle and racing tyres, farm and off-highway categories, as well as 2- and 3-wheeler segments. JK Tyre is also an OEM supplier to international players including Suzuki, Hyundai, Kia, Honda, Bobcat and JCB.

JK Tyre operates a total of 11 manufacturing facilities—nine in India and two in Mexico—supporting its ability to serve diverse markets and mobility requirements. The company's innovation engine is anchored by the Raghupati Singhanian Centre of Excellence (RPSCoE) in Mysuru, which houses around 200 scientists and engineers and serves as an integration hub for research, supplier collaboration and commercial deployment. JK Tyre's product development approach is focused on aligning solutions with market needs, supported by continuous improvements in materials, compounds and design.

Sustainability is a key priority for JK Tyre, with a focus on measurable outcomes across water stewardship, emissions intensity and lifecycle transparency. The company records one of the lowest water consumption levels globally at 2.01 kilolitres per metric tonne of finished product, reflecting robust water stewardship across operations. JK Tyre is also among the top five lowest greenhouse gas (GHG) emission-intensity performers worldwide for Scope 1 and Scope 2 emissions, underlining its sustained focus on energy efficiency and decarbonisation.