

Ralson Tyres to Accelerate European Expansion Showcasing Advanced TBR Portfolio

Ralson Tyres, a rapidly emerging name in the global automotive industry, will present its comprehensive Truck and Bus Radial (TBR) portfolio at The Tire Cologne, exhibiting in Hall 6.1, Stand C-051. Following its evolution from a global leader in bicycle tires to a prominent Commercial Truck & Bus Radial tire brand, Ralson Group has established itself as a reliable partner for commercial vehicle solutions, now trusted in over 70+ countries across the globe. In Europe, the company is steadily expanding its footprint, with a growing presence in key markets such as Germany, France, the United Kingdom, Italy, and Poland, supported by an expanding network of distribution partners and commercial dealers.

At the heart of Ralson's European expansion is a commitment to cutting-edge manufacturing and technological excellence. The company's products are engineered with Advanced Technologies, including Cool Compounding Technology (CCT) to lower heat build-up and Nitrogen Curing for superior uniformity. To ensure maximum value for commercial fleets, Ralson tires feature a high base-to-cap ratio for enhanced casing durability and are designed to re-groove and enhance retread-ability to provide more mileage over the tire's lifecycle.

Ralson's strategic focus on the European region is further demonstrated by its rigorous adherence to regional standards and performance requirements. The European product line is fully certified, meeting all applicable regulations, including 3PMSF, REACH, PAH, and EUDR compliance. With high-grade EU energy labels, Ralson's offerings are market-ready and designed to drive down ownership costs for fleets significantly.

The company's current European portfolio features a robust selection of 17.5", 19.5" and 22.5" tires, including the regional patterns such as RDR75 Drive, RMR61 All-Position, and RTR61 Trailer patterns. To meet the diverse needs of European commercial operators, several new products are currently available such as RAU51 All-Position EV Bus tire and expanded size ranges for the RMR61 and RTR61 series are planned to be launched during the Tire Cologne show. Ralson remains committed to providing the full range of its portfolio with ECE compliance to meet specific partner requirements, ensuring a future-ready solution for the European transport industry.

At Hall 6.1, Stand C-051, visitors can explore Ralson's TBR range. Ralson is looking to build long-term partnerships and collaborate on solutions specifically tailored to the unique needs of European customers.

For more information and details, please contact connect@ralson.com