

Ralson Tires Set to Showcase Premium TBR Portfolio and Engineering Excellence at The Tire Cologne

Ralson Tyres, one of the fastest-growing TBR tire manufacturers with over five decades of manufacturing expertise, will present its comprehensive range of commercial 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 automotive brand, Ralson has established itself as a reliable partner for commercial vehicle solutions, now trusted in over 70 countries. 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.

The company's strength lies in technology-led performance, supported by a state-of-the-art TBR facility equipped with precision machinery sourced from leading manufacturers in the Netherlands, USA, Germany, Italy, Japan, and France. Manufactured in India, Ralson combines cost-efficient production with advanced processes, stringent quality controls, and reliable supply consistency to deliver high-performance products for demanding global markets, including Europe. This integrated approach enables the company to meet the expectations of European operating conditions, where durability, consistency, and total cost efficiency are critical.

Ralson's manufacturing process is defined by advanced engineering standards designed to meet the rigorous requirements of both aftermarket and OEM partners. A key differentiator is the implementation of a Nitrogen Curing System instead of traditional hot water curing, allowing for superior control of the curing process. This results in improved tire uniformity, enhanced ride comfort, and extended tire life. Additionally, the company employs proprietary Cool Compound Technology, which helps maintain lower operating temperatures to enhance casing durability.

The commercial range is developed to reduce the total cost of ownership for trucking fleets and owner-operators, addressing tires as the second-largest operating cost after fuel. This value-driven approach is resonating with European partners, where fleet efficiency and lifecycle performance are key decision drivers. By combining competitive acquisition cost with strong performance metrics, Ralson enables dealers to build repeat business and long-term customer relationships.

With a clear focus on strengthening its presence in Europe, Ralson Tyres is leveraging platforms such as The Tire Cologne to deepen market engagement, expand its distribution network, and build sustainable partnerships across the region. With a production capacity potential of four million tires annually, the company is well-positioned to support growing global demand.

Visitors to Hall 6.1, Stand C-051 will have the opportunity to explore Ralson's TBR portfolio and gain insights into its technical capabilities and partnership approach tailored to regional market needs.

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