



For Immediate Release

TYREPAC launches Nokian tyres in Singapore

Singapore-based online tyre retailer Tyrepac in exclusive dealership for Europe's premium Nokian brand tyres

Singapore, 4 August 2011 – Tyrepac has announced that they will be the exclusive dealer for the premium Nokian brand tyres in Singapore. The deal will see Tyrepac retail the tyres exclusively online on www.tyrepac.com.sg.

Tyrepac will further promote Nokian tyres via a variety of marketing campaigns. The deal also enhances Tyrepac's policy of offering a wider variety of options to their customers, with a total of 18 brand offerings for their Singaporean customers.

Nokian Tyres is one of Europe's premium tyre brands, known worldwide especially for their winter range tyres. Originating from Finland, Nokian has consistently been in the forefront of tyre technology- in particular "Polished Grooves" for optimized water dispersion, "Information Field" indicating tyre wear at a glance, "Aquaplanning Indicator" with wear rate indication, and "Cool Silica" for lowering tyre rolling resistance.

"We are delighted and honoured to have secured Nokian's endorsement," said Tyrepac Managing Director, Ler Hwee Tiong. "The brand perfectly complements our existing portfolio of premium products for our customers and will be available for order exclusively on our website."

Customers will then be able to fit their Nokian tyres at any of Tyrepac's network of over 50 fitting locations across Singapore.

"We are excited for Tyrepac to be our exclusive distributor in Singapore with their strong online platform," said Nokian Tyres Asian Regional Manager, Oey Pekka. "This agreement will also help Nokian Tyres reach new audiences and expand awareness of the Nokian brand in Singapore, and subsequently Asia."

About Tyrepac

Tyrepac was founded in Singapore in 2008, and is Asia's first and largest online tyre retailing website. Tyrepac offers a comprehensive range of tyres, with transparent pricing, and convenience from more than 2,700 fitting locations in Asia. Tyrepac also provide quotations for battery, automotive insurance, and servicing packages in collaboration with its service partners.

As of December 2010, Delticom AG invested into Tyrepac. Delticom is Europe's #1 online tyre retailer. Founded in 1999, the Hanover based company operates more than 100 online shops in 39 countries and has served more than 4 million customers so far. Delticom is listed on the German Stock Exchange (ISIN DE0005146807, ticker symbol DEX). As of the end of March 2011, market capitalisation stands at approximately EUR 755 million (approx. SGD 1,360 million). For more information, visit www.tyrepac.com.

About Nokian Tyres

Nokian Tyres is the only tyre manufacturer in the world that focuses on products and services that facilitate safe transportation in Nordic conditions. The company's innovative passenger car, van and heavy-duty machinery tyres are mainly marketed in areas that have snow, forest and changing seasons that make driving conditions demanding.

For over 75 years, the company has been developing, testing and patenting solutions that promote driving safety. The world's first winter tyre was created to tackle the freezing temperatures and winds in 1934. Since then, top-range products refined with northern know-how have been introduced on a regular basis.

Respect for the environment is one of the fundamental values of Nokian Tyres. The company has systematically worked towards minimising environmental hazards. Nokian Tyres was the first tyre manufacturer to switch over to using only purified, low-aromatic oils in its production. Raw material and material choices are aimed at avoiding unnecessary burdens on the environment.

Nokian Tyres owns the Vianor tyre chain that comprises more than 770 stores in 20 countries. The company's net sales for 2010 totalled approximately EUR 1 058 million, and it had 3,500 employees. Nokian Tyres Plc's shares are quoted on the Helsinki Exchanges' NASDAQ OMX. For more information, see www.nokiantyres.com