

Press Release

MatraX Tyres to Showcase Full Range of Automotive Solutions at Automechanika 2024

[Dubai, October 7] – MatraX Tyres is set to make a strong impact at Automechanika 2024, the world's leading trade fair for the automotive service industry, taking place from 10 - 12 December 2024 at the Dubai World Trade Centre. As a rapidly growing player in the automotive sector, MatraX will present its extensive range of innovative tyre solutions and unveil new product lines designed to meet diverse market needs.

The MatraX Stand

Located at Stand SA D33, MatraX will showcase its latest tyre lineup. Designed for exceptional performance, safety, and durability, MatraX tyres are engineered to handle various terrains and conditions, delivering the highest standards of driving excellence.

In addition to its renowned tyre collection, MatraX is proud to introduce **MatraX Energy**, a new range of high-performance batteries engineered for longevity and power. Visitors will also have the opportunity to explore **MatraX Lubricants**, a comprehensive suite of high-quality lubricants that ensure optimal engine performance and protection.

Matoro: A Trusted Name in TBR Solutions

MatraX is also excited to present **Matoro**, a tyre brand owned by MatraX. Matoro TBR tyres, designed to offer superior load-carrying capacity, durability, and fuel efficiency, will be prominently displayed, reflecting MatraX's commitment to delivering reliable solutions for commercial vehicles.

Driving Innovation and Growth

Automechanika 2024 is the perfect platform for us to connect with industry professionals and showcase our comprehensive range of products. With the addition of MatraX Energy and Matoro, we are expanding our portfolio to offer complete automotive solutions. Our goal is to drive innovation, meet the evolving needs of our customers, and reinforce MatraX's position as a trusted partner in the automotive industry.

Visit Us at Automechanika 2024

MatraX invites all visitors to explore its product offerings, engage with the team, and learn more about the company's latest advancements in tyre technology, energy solutions, and lubricants. Join us at Stand SA D33 and experience the power, endurance, and innovation that define the MatraX brand.

For more information, please visit our website at www.matraxtyres.com.

About MatraX Tyres

MatraX Tyres is dedicated to creating superior tyre solutions that embody strength, safety, and performance. Inspired by the power and agility of prestigious bull breeds, MatraX develops products that meet the diverse needs of drivers around the world. Expanding beyond tyres, MatraX now offers a complete suite of automotive solutions, including batteries and lubricants, to deliver comprehensive value to customers.