

NEXUS Automotive International unveils Global strategic Tire partnerships

TIRE STRATEGIC PROGRAM
N! | NEXUS
THE AUTOMOTIVE AFTERMARKET COMPANY



Geneva, April 9th, 2025 – ***NEXUS Automotive International has launched its Global Tire Strategic Program, marking a significant shift in focus toward the tire business. This ambitious initiative builds the largest global connected tire ecosystem, leveraging strategic partnerships, innovative agreements and cutting-edge digital platforms.***

Focused on aftermarket spare parts since its creation in 2014, NEXUS Automotive International decided in early 2024 to invest strategically in the tire business. NEXUS is now building a connected ecosystem around tires that can be industrialized and scaled across multiple countries.

NEXUS Automotive International has secured global partnerships with three world-class tire manufacturers—Continental, Linglong, and ZC Rubber—and a global agreement with WYZ Group, a tire digital solutions specialist.

These partnerships are built around three-key principles: ease of doing business, availability of products, a wide offering, and a combination of stock and drop-shipping solutions.

- **Continental: NEXUS is strengthening its global strategic agreement by positioning Continental as its strategic supplier for the premium tire segment.** By leveraging Continental’s high-quality products and extensive expertise, NEXUS will give its members top-tier tire solutions that ensure reliability and performance.
- **Linglong: The new global agreement in the quality segment leverages Linglong’s recent investments in OE advanced technologies, brand activities, and its ultra-modern factory in Serbia.** In Europe, this agreement will be powered by Dipropneu, a leading European tire wholesaler providing products and support for the Linglong partnership.

- **ZC Rubber: The new global agreement provides an exclusive global brand—“RISEN”—for NEXUS members.** With the tagline “Ready to go further” the brand combines advanced technology and innovation to boost driver confidence on the road. This agreement is supported by Districash, Europe’s #4 tire wholesaler, which will provide products and support for the ZC Rubber partnership.
- **WYZ Group: NEXUS has chosen WYZ Group as global strategic partner for its digital platform.** WYZ Group brings 16 years of experience in tire digital solutions by connecting multiple stocks, managing business rules, handling complex catalogues, and devising pricing strategies. This collaboration will give NEXUS distributors and their clients the confidence to sell tires with the right product choice, optimal availability and competitive pricing.

Building on an existing business of roughly 15 million tires per year, the Global Tire Strategic Program will represent:

- A well-understood product category within the NEXUS community
- A double-digit total volume increase, establishing NEXUS as one of the largest tire distributors worldwide
- A strong community of NEXUS Tire Specialists exchanging best practices and collaborating on joint procurement initiatives
- Solid strategic supplier agreements favoring progressive supplier convergence
- An exclusive brand that gives NEXUS members the confidence to grow their tire business
- A robust tire garage program, supported by a unique and flexible digital platform for NEXUS members, which will be fully integrated with the Service Next WOP garage platform
- 100% of the tire volume tracked through the digital platform, allowing for effective monitoring and steering of purchases
- Tire volumes distributed through a combination of direct wholesaling and drop-shipping arrangements.



Bruno Perchec, Global Suppliers & Tires Manager, NEXUS Automotive International, said: *"Tires are the primary reason for cars entering workshops, so it is essential for distributors to strengthen their relationships with customers, especially as they navigate an increasingly competitive market. By offering a one-stop-shop service for parts and tires, NEXUS will help its members maintain a strong competitive presence in their marketplace."*



NEXUS Automotive International's investment in tires aligns with its commitment to sustainability, innovation, and growth. By strategically embracing the tire industry, NEXUS remains at the forefront of shaping the future of the automotive aftermarket.

About NEXUS Automotive International

Established in 2014 by CEO Gaël Escribe, NEXUS Automotive International is an automotive aftermarket (AA) company that is shaping the future of the industry. Thanks to its entrepreneurial, innovative, and agile mindset, NEXUS is disrupting the industry by bringing forward solutions for more sustainable, digital, and connected mobility. At the same time, it supports its community of more than 523 members in 145 countries, allied with 76 global suppliers, by providing services to accelerate their growth. NEXUS is offering new approaches and innovative ideas for a connected, global, and consolidated world of tomorrow to accelerate the success of car and heavy-duty spare parts and services distributors and manufacturers, through 16 regional structures that connect them. NEXUS' consolidated turnover reached more than 50 billion euros in 2024.

About Continental

Continental's tire division employs more than 57,000 people worldwide and has 20 production sites and 16 development sites. Continental has been delivering top performance for more than 150 years and is one of the world's largest tire manufacturers. In fiscal 2024, the Tires group sector generated sales of 13.9 billion euros. Tire solutions from the Tires group sector make mobility safer, smarter, and more sustainable. Its premium portfolio encompasses car, truck, bus, two-wheel, and specialty tires as well as smart solutions and services for fleets and tire retailers.

About Linglong

Founded in 1975, Shandong Linglong Tyre Co., Ltd. has evolved over five decades into a green and low-carbon tire enterprise integrating tire design, development, manufacturing, sales, and services. Its main products, including passenger and light truck radial tires, truck and bus radial tires, and off-road tires, are widely applied in passenger vehicles, commercial vehicles, and engineering machinery. Currently, the company operates nearly 200,000 sales outlets worldwide, serving 173 countries in Europe, the Middle East, the Americas, Asia-Pacific, and Africa. It provides OEM service to over 200 production bases of 60+ global automakers, with cumulative OE tires exceeding 280 million. With seven R&D institutions, seven manufacturing bases, and more than 19,000 employees globally, Linglong aims at the full completion of its 7+5 global layout. The company has sponsored more than 100 global sports events, including partnerships with Real Madrid Football Club and Chelsea Football Club, reinforcing its global brand presence.

About Dipropneu

Dipropneu is a family-owned company founded over 45 years ago, now run by 3 brothers representing the 3rd generation of the family. Dipropneu working at the frontier of a wholesaler and a subsidiary for powerful manufacturer as Linglong group. The company is one of the main player in French market with a central warehouse near Paris housing a stock of 350 000 tires and 2,3 millions tires sold per year. Next year, storage capacity will be extended to over 500 000 tires thanks to the construction of an additional warehouse. Since 2022, Dipropneu started to extend its services abroad for manufacturers.

About ZC Rubber

ZC Rubber, founded in 1958, is China's leading tire manufacturer, holding 18% of the domestic market. In 2023, the company achieved a revenue of 4.77 billion USD, ranking ninth among global tire manufacturers. With a strong focus on innovation and performance, ZC Rubber produces millions of high-quality tires annually, supplying both passenger and commercial vehicle markets. The company continues to expand its global presence, reinforcing its position as a key player in the tire industry.

About Districash

Founded in 1991 in La Rochelle, France, Districash has grown to become the country's leading tire wholesaler. With an annual turnover of €600 million and 6.5 million tires sold per year, the company serves more than 10,000 customers from 145,000 square metres of warehouse space. Its 715 employees manage a stock of 1.2 million PCR, van, 4x4, LT, TBR, and motorcycle tires. In partnership



with leading manufacturers such as ZC Rubber, Districash continues to innovate and provide flexible distribution solutions to the automotive industry.

About WYZ Group

WYZ Group is a company historically dedicated to tires, specializing in the creation of digital solutions for the automotive industry, including car manufacturers, distribution groups, corporate fleets, and automotive specialists. Founded in 2009 by Pierre Guirard, WYZ Group is known for its innovative business models and is already operating in 19 countries in Europe, Turkey, and Japan.

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