



**Press**  
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## **KENDA Europe to Unveil Two New Tires at Autopromotec 2025 – Tailored for Europe’s Roads and Future**

**14 May 2025** – KENDA Europe returns to Autopromotec 2025 with a strong message of innovation and responsiveness to the changing needs of European drivers. This year’s show marks two important product launches which are both designed in Europe, for Europe. A new all-terrain & all-season tire and KENDA’s first EV- tire developed specifically for the European market—each engineered to perform in the region’s varied environments and for its vehicle types.

The **KR615 Klever A/T 4S** brings rugged capability and refined on-road comfort, designed to meet the growing European demand for vehicles that navigate both city streets and countryside tracks. This is crafted with a special silica compound to ensure a perfectly balanced dry, snow and off-road performance. Pre-launched in 2024, this is the first time this tire has been available to European markets.

While not KENDA’s first EV tire globally, the **KR214 KENERGIZE 4S EV** tire was engineered in Germany and is the company’s first purpose-built for the European EV market. This delivers reduced rolling resistance, quieter road performance, and greater durability under higher torque and load conditions—all hallmarks of electric mobility.

These innovations arrive at a time when the European tire market is showing clear signs of growth. According to the European Tyre and Rubber Manufacturers’ Association (ETRMA) (i), 2024 saw a notable recovery in consumer tire sales, with all-season tires leading the rebound. This trend reflects a wider shift in consumer preference toward year-round tire solutions. Meanwhile, the region’s leadership in EV adoption is driving a growing need for tires specifically designed for electric vehicles—an increasingly vital segment within the European aftermarket.

Reflecting on this momentum, KENDA’s Henno Plaggenborg, Director of the Automotive Division, Europe, said:

*“In a market that’s constantly shifting—economically, technologically, and environmentally—we can’t stand still. At KENDA, we’re not just reacting; we’re anticipating.*

*Our team at the KENDA Europe Technical Centre (KETC), is working every day to transform evolving mobility trends into real, usable innovation. These two new tires reflect that drive: practical, high-performing solutions that meet the demands of European drivers today—and tomorrow.”*

Autopromotec 2025, now celebrating its 30th edition, remains a key meeting point for the European automotive aftermarket. The event, held in Bologna, Italy 21-24 May, attracts industry leaders, technical experts, and business partners from across the continent, providing an essential space to explore new technologies and strategies.

During the show, KENDA's EU and Asia Automotive Teams, alongside KENDA's Export Manager, will be present to offer technical insights, answer product questions, and provide hands-on demonstrations. The company will also be active on Instagram and LinkedIn, offering updates and behind-the-scenes content to boost engagement and dialogue throughout the event.

KENDA welcomes all visitors to explore its new offerings at Hall 20, Booth C34, where a 64m<sup>2</sup> interactive stand will provide an up-close look at the latest tire innovations built for Europe.

- i. *The European Tyre and Rubber Manufacturers' Association (ETRMA) is the principal industry body representing Europe's tire and rubber manufacturers.*
- ii. *The KENDA Europe Technical Centre (KETC) is located in Winsen (Luhe), Lower Saxony, Germany. This facility serves as KENDA's European hub for research and development, focusing on tire solutions tailored to the diverse conditions and requirements of the European market.*

## **About KENDA Europe**

Powered by a passion for innovation and a desire to make a difference, KENDA Europe designs, manufactures and supplies tire and wheel solutions fit for the European market. With more than 60 years of experience across Automotive, Bicycle and Specialty tires, our proudest job is to keep you moving on tires and wheels designed for your journey. Our high level of technical knowledge and unparalleled know-how make us a partner you can work with rather than just buy products from.

KENDA was founded in Taiwan in 1962 and has since grown to become one of the world's leading tire manufacturers with more than 12,000 employees, 10 tire factories, 6-wheel factories, 3 technical centres and a global network of operation and distribution sites across Asia, the US and Europe.

## ***Latest Updates from the KENDA Europe Technical Centre***

*The KENDA Europe Technical Centre continues to make strides in developing advanced PCR tires suited to European driving conditions. Notably, the KR105 and KR606 models, which were released last year, have already garnered positive feedback. These tires demonstrate KENDA's commitment to the high-performance, innovative products demanded by European consumers, and further developments are on the horizon. KENDA's testing for new tire developments is ongoing, with some exciting innovations set to be revealed once the testing phase is complete.*