

CORPORATE PROFILE
BRAND MANAGEMENT



Maxxis International

For more than four decades, the people who make up Maxxis International have provided high-quality tire products for cars and light trucks, bicycles, motorcycles, ATVs, trailers, karts, industrial and lawn & garden care.



With distribution in approximately 150 countries, operations in Asia, Europe and North America, and more than 20,000 employees around the world, Maxxis is one of the largest and most respected tire companies in the world.

Throughout its history, Maxxis has worked to create lifelong customers. The people who choose our tires know they can count on us during every stage of their lives, from those first childhood bike rides through changing careers, modes of transportation, and interests. They know we'll be there when the time comes for their own children to choose tires.

On these pages, you'll learn about Maxxis' history, who we are today, and where we're headed in the years to come.

**WELCOME
TO MAXXIS.**



Creating and retaining lifelong customers is our primary purpose.



Like most great companies, Maxxis started small.

Founded in 1967, Cheng Shin Rubber Ind. Co., Ltd, d/b/a Maxxis International began as a manufacturer of bicycle tires in Taiwan. Growing steadily, Maxxis eventually became the largest manufacturer of bicycle tires in the world — as it is today.

In the ensuing decades, Maxxis has expanded into new market segments, offering products for motorcycles, ATVs, lawn & garden products, race karts, industrial vehicles, trailers, autos, light trucks, trucks and buses.

Today, Maxxis is truly a global company, with operations in Taiwan, China, Thailand, Vietnam, the United States, Canada, Great Britain, Germany, Holland, Japan and Dubai. Maxxis has opened many new factories and distribution facilities and serves consumers in approximately 150 countries.

But no matter how large we become, the people at Maxxis will always remember that creating and retaining lifelong customers is our primary purpose.

How We Began

Who We Are Today

THE MAXXIS VISION

Our Vision

To become a highly respected, world-class tire company, with a strong global identity and a loyal customer base.

Our Mission

To create and retain lifelong customers by providing the best products and the finest service.

Our Values

• Integrity

Our customers can depend on our honesty. We hold ourselves accountable for everything we provide and are consistently fair to all our stakeholders.

• Quality

Only the best is acceptable—and the best can always be better. Delivering quality products and excellent service is the responsibility of every Maxxis employee and earns the long-term loyalty of our customers.

• Diligence

Hard work is essential to the creation of lifelong customers. We value and reward the efforts of our employees.

• Communication

The only real success is the success that comes with teamwork — and teamwork requires communication and cooperation.

• Improvement

Retaining the loyalty of our customers demands continuous improvement. We invest in our future through education, training and innovation.

• Respect

We believe in our customers, employees and other stakeholders. We treat all people with respect and dignity.

• Service

Our responsibility as a corporate citizen guides our decisions. Our stakeholders can count on Maxxis to actively contribute to the world around us.

• Creativity

We know there is always room for improvement, and ideas for improvement can come from anyone, anywhere. At Maxxis, we encourage creativity among our employees and are always open to new ideas and solutions.



AWARDS AND HONORS

Maxxis' high standards for quality, efficiency and innovation have been acknowledged with numerous honors and awards.

Among the accolades:

- Shanghai GM Best Supplier Award
- Shanghai GM Excellent Supplier Award
- Shanghai GM Gold Key Award
- Ford Motor Company World Excellence Award
- Ford Motor Company QI Quality Award
- Excellent Supplier Awards from Jiangling-Ford Auto and Zhengzhou-Nissan
- Yamaha Supplier Excellence Award
- Taiwan Toyota's Export Excellence Award
- Taiwan's National Quality Award
- Ranked on Interbrand's List of Taiwan's Top Global Brands for 5 consecutive years
- Japan's TPM Excellence Award



CERTIFICATIONS

Maxxis has attained certifications including:

- The big three automakers' Quality System Requirements QS-9000 certification
- International Organization for Standardization's 9001 and 14001 certification
- E Mark Certificate from the Economic Commission for Europe (ECE)
- Japanese Industrial Standards (JIS) Certificate

ISO 9001

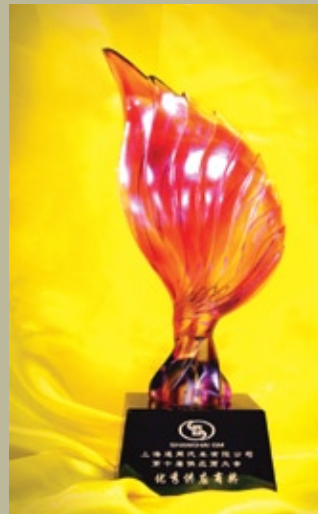
ISO 14001



European Economy Community (E-mark) Certification



Japanese Industry Standards (JIS) Certifications



Maxxis at a Glance



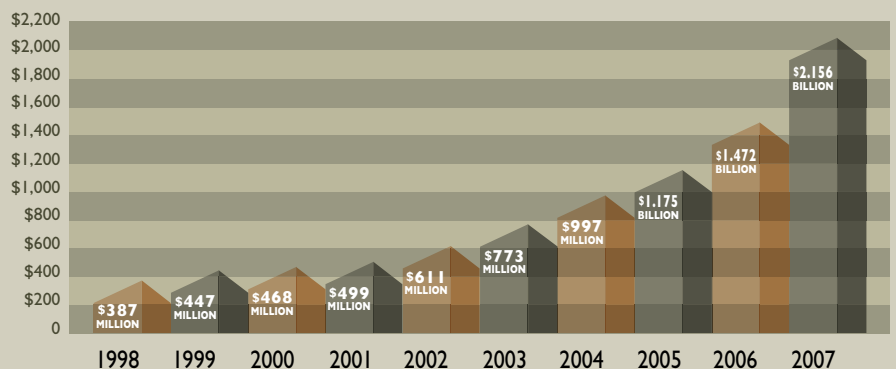
COMPANY INFO

- Founded in Taiwan in 1967
- 20,000 employees worldwide
- Operations in Taiwan, China, Thailand, Vietnam, the United States, Canada, Great Britain, Germany, Holland, Japan and Dubai
- Product distribution in approximately 150 countries
- Worldwide revenue of over \$2-billion U.S. dollars
- Worldwide revenue more than quadrupled in the past 10 years
- Full lines of tires for auto, bus, truck, light truck, bicycle, motorcycle, ATV, race kart, trailer, industrial and lawn & garden

NOTABLE FACTS

- Original equipment supplier to Ford, GM, Toyota, Nissan, Volkswagen, Mitsubishi and Hyundai in Asia
- Original equipment supplier of motorcycle tires to Yamaha, Honda, Suzuki and Kawasaki
- Original supplier of ATV tires to Honda, Yamaha, Suzuki, Kawasaki, Polaris and KTM
- Original equipment supplier of bicycle tires to Cannondale, Giant, Merida, Yeti, Iron Horse, Kona and Orange
- Original equipment supplier of scooter tires to Yamaha, Suzuki, Aprilia, Malaguti, Piaggio, MBK, Gilera, and Kymco

REVENUES (U.S. \$ MILLIONS)



A strong sponsorship program is critical to recruiting and keeping lifelong customers. Because Maxxis is active in sports ranging from cycling to off-road racing, young enthusiasts can get to know our products long before they learn to drive.

This positive association yields many benefits, including increased brand awareness and customer loyalty. It's a simple formula: Professionals endorse the products which take them to victory, and fans get ongoing demonstrations of Maxxis' commitment to quality. Many Maxxis-sponsored riders and drivers also provide feedback on our products, assisting us in our goal of continuous improvement.

Our potential customers may be participants as well as fans, so we make sure that our support extends to grassroots events and athletes internationally. Like our sponsorships of the pros, these relationships promote customer loyalty and brand awareness.



Maxxis Sponsorship

Maxxis Sponsorship

MAXXIS' ROSTER OF CHAMPIONS

A partial list of the professional teams, riders and events we have sponsored includes:

The Atlanta Braves, New York Yankees and Detroit Tigers Major League Baseball teams

The Best in the Desert off-road racing series

The Amgen Tour of California, the largest professional cycling event in the United States

The Maxxis EnduroCross motorcycle series

The Maxxis British Motocross Championships, a major European series

The Maxxis British Supersport Championship, a top motorcycle series

XRRA, the Xtreme Rock Racing series

W.E.ROCK, a top rock crawling series

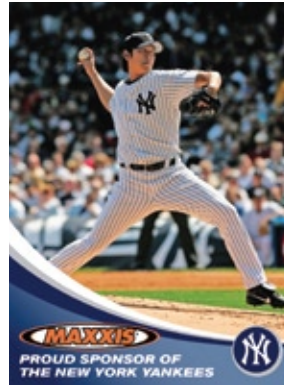
The Formula D drifting series

The CORR off-road racing series

The Drift Fury drifting series

Dave Mirra, the best freestyle BMX rider in the sport and the most decorated athlete in the history of the X Games

The Aston Villa soccer team in Great Britain



DETROIT TIGERS



A strong sponsorship program is critical to recruiting and keeping lifelong customers.



CHAMPIONS CONTINUED

Team Health Net presented by Maxxis, the top cycling team racing in the United States

Geoff Kabush, Olympic athlete and NORBA cycling champ

Gunn Rita-Dahle Flesjå of Norway, Olympic gold medalist in women's mountain biking and two-time world champion

The OMA motorcycle racing series

Maxxis 12 Hours of America ATV event

The Maxxis Australian Motocross Championships

The GNCC racing series

Bill Ballance, winner of eight straight GNCC ATV championships

The WPSA ATV racing series

The WORCS racing series

The GNC ATVA MX Series

Danny Prather/Mike Cafro, winner of two straight SCORE ATV championships including the Baja 1000

Josh Frederick, winner of the 2007 WORCS ATV racing series

The Maxxis Mini-Moto SX

Motorcycle teams/riders: Nate Adams, Adam Jones, Mike Mason, Tommy Clowers, Team Babbitts, and the Fred Andrews Racing Team



Our potential customers may be participants as well as fans, so we make sure that our support extends to grassroots events and athletes internationally.



The Maxxis Brand



Our Brand

The Maxxis brand is both a vital asset and a source of pride for our 20,000 employees. Because customers are the best possible ambassadors for our brand, we're committed to providing the fine products and excellent service they demand.

Maxxis Brand Position

Our brand position summarizes who we are as a company and allows us to differentiate Maxxis from our competition.

Our brand position: Maxxis is the tire of choice.

With a focus on advanced technology, we develop premium tires that turn our lifelong customers' passions into performance.

As a brand, Maxxis is associated with winners, including Olympic athletes and world-record holders. We provide high-quality tires that win in competition. Pushing the limits of technology, we give racers the traction they need. And the tire that takes a talented athlete across the finish line is also available to everyday consumers, who find that our products enhance their lives, both at work and at play.

Targeting the Brand to the Maxxis Customer

With tires for auto, bus, truck, bicycle, motorcycle, ATV, race kart, trailer, industrial and lawn & garden, Maxxis' product line encompasses a wide array of interests and needs. Our diverse group of offerings also allows us to focus on the young riders who become lifelong Maxxis customers. We know when a teenager rides Maxxis on a bicycle, ATV or motorcycle, that rider will choose Maxxis for years to come.

Advertising and Merchandising the Maxxis Brand

Because we are a global company, Maxxis advertises aggressively around the world. From billboards and displays to eye-catching ads in major magazines, the Maxxis brand is a strong international presence.

And as technology evolves, new avenues open to spread the word about Maxxis. We stay in step with the times, using the most advanced marketing strategies in our efforts to recruit new Maxxis customers.

Adding Brand Value through Efficiency and Seamless Cooperation

With its focus exclusively on tires, Maxxis is able to deliver products efficiently in more than 150 countries. Our smooth operation is also made possible by the atmosphere of cooperation found at every level of our company.

This efficiency and cooperation add brand value — because they reflect the all-encompassing focus on quality our stakeholders expect.

Interbrand has assessed Maxxis' value as a global brand at \$309-million U.S. dollars.

Adding Brand Value through Ethical Action

Maxxis' reputation for ethical conduct is a tremendous asset to our brand. Our customers, employees, and suppliers associate the Maxxis brand with integrity and fairness. This sterling reputation increases the value of the Maxxis brand.

Maxxis also strives to be a good corporate citizen by minimizing our impact on the environment. Because most Maxxis factories are ISO14001-certified, our stakeholders know that Maxxis produces its tires in a clean, environmentally friendly way. This confidence on the part of our customers, suppliers and employees adds to the value of the Maxxis brand.

Throughout our organization, service to our neighbors and our world is an important priority.

Adding Brand Value through Excellence

Maxxis uses the best marketing strategies and offers the finest customer service. But ultimately, customers choose Maxxis because we produce tires they trust and value. The excellence of our products is the foundation of the Maxxis brand.

MAXXIS **CUSTOMER CARE**

Because creating lifelong customers is our chief goal, Maxxis works to create both premium tires and premium relationships with consumers.

Unlike many other companies, we interact with the people who ride our tires. We talk to our customers and listen to what they say.

The results of this two-way communication are evident in glowing testimonials submitted by consumers — and in our strong sales and continuing growth.

Maxxis Brand Value

Where We're Headed

Atlanta, USA



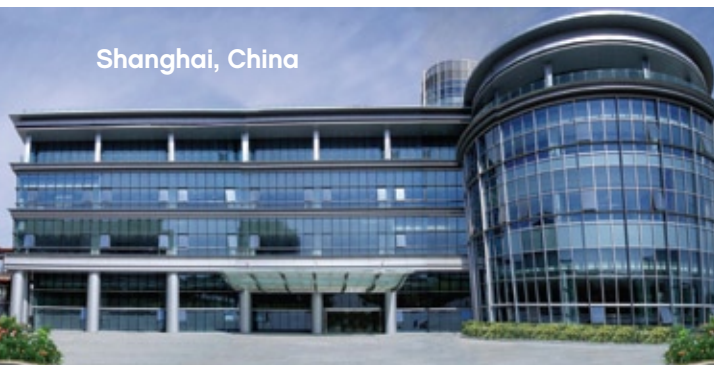
MAXXIS TECHNOLOGY: Growing in Research and Development

Technology is integral to producing outstanding tires.

Maxxis continues to meet expectations with ongoing expansion of our research and development operations. Maxxis currently maintains five research facilities around the world, in Taiwan, China, the United States and the Netherlands. Large enough to accommodate hundreds of chemists and engineers, Maxxis' facilities use state-of-the-art equipment to advance tire and compound design. Our top-notch engineers use the best equipment and technology, complementing the efforts of the global Maxxis team.

At Maxxis, research and development also includes comprehensive tests on our rubber compounds, with constant fine-tuning to match precise requirements for both replacement and original equipment tires.

Shanghai, China

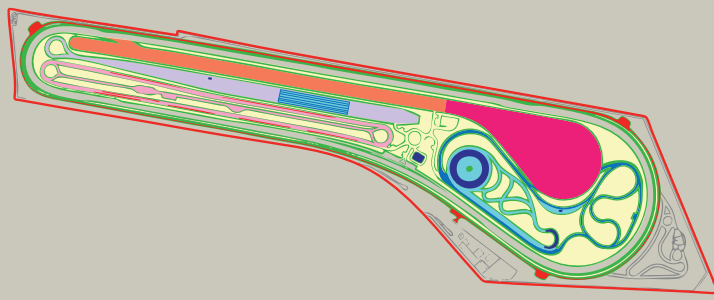


Yuanlin, Taiwan



Shanghai, China

Xiamen, China



Continually looking to improve tire performance, Maxxis is investing in our own private proving grounds in China. This test track, one of the few privately owned in China, will promote Maxxis' growing relationships with major automakers. Construction of the new facility in Shanghai is expected to be complete in 2010.

The evaluations don't stop there. Our sponsored riders test our tires and give input that directly affects the finished product.

The bottom line: A Maxxis tire is evaluated until we're confident it's the best product we can produce.

Our tires are proof that the best people, facilities and technology, combined with real-world input from riders, produce a superior product that earns the loyalty of our lifelong customers.

MAXXIS' FUTURE

Our lifelong customers are our key to unlocking future success. The bond we build with the people who use our tires is and will continue to be our top priority.



Maxxis promises...

- ▶ to deliver an exceptional product
- ▶ to provide outstanding communication with our lifelong customers
- ▶ to adapt quickly to customers' changing needs through efficient delivery of the best new technology

MAXXIS.COM

Cheng Shin Rubber Ind. Co., Ltd.

Maxxis International – Taiwan
Corporate Headquarters
215 Meei-Kong Rd.
Ta-Tsun, Chang-Hwa
Taiwan
Tel: 886-4-8525151
Fax: 886-4-8526468

Cheng Shin Rubber Ind. Co., Ltd.

Maxxis International – Taiwan
International Sales Office
8th Fl, World Trade Building
50, Sec. 1 Shin-Sheng S. Rd., Taipei
Taiwan
Tel: 886-2-2393-7451
Fax: 886-2-2341-4560

Maxxis International - USA

545 Old Peachtree Road
Suwanee, GA 30024
USA
Tel: 800-4-MAXXIS
Tel: 678-407-6700
Fax: 770-962-7705

Maxxis Technology Center-USA

480 Old Peachtree Road
Suwanee, GA 30024
USA
Tel: 678-376-4420
Fax: 770-822-4361

Maxxis International - Canada

400 Chrysler Drive, Unit C
Brampton, Ontario, L6S 5Z5
Canada
Tel: 905-789-0882
Fax: 905-789-1507

Maxxis International - Japan

1265-1, Koinaba, Isehara City
Kanagawa, 259-1122
Japan
Tel: 81-463-90-2288
Fax: 81-463-90-2289

Maxxis International UK plc

Carr Rd
Felixstowe, Suffolk, IP11 3RX
UK
Tel: +44-8704 282 728
Fax: +44-8701 126 614

Maxxis International - Germany

Kaddenbusch 31 D-25578, Dageling
Germany
Tel: 49-4821-8 90 60
Fax: 49-4821-8 90 670

Maxxis Tech Center Europe B.V.

Weverstraat 5
5405 BM Uden
The Netherlands
Tel: 31-413-245801
Fax: 31-413-245979

**Maxxis International
(Thailand) Co., Ltd.**

300/1 Moo 1, Tambol Tasith
Amphur Pluakdaeng
Rayong Province, 21140
Thailand
Tel: 66-038-955856
Fax: 66-038-955712

Maxxis International - China

No. 8 Hefeng Road, Lujia
Kunshan, Jiangsu
China
Tel: 86-512-5767-3888
Fax: 86-512-5767-2342

**Cheng Shin Rubber
(Xiamen) Ind., Ltd.**

15, Xibin Road, Xinglin
Jimei District, Xiamen
China
Tel: 86-592-6211606
Fax: 86-592-6214649

**Cheng Shin-Petrel Tire
(Xiamen) Co., Ltd.**

Xinyang Industrial Park
Haicang Investment Zone, Xiamen
China
Tel: 86-592-6885333
Fax: 86-592-6537356

Cheng Shin Holland B.V.

Noordammerweg 1c
1424 NV De Kwakel
The Netherlands
Tel: 31-297-569113
Fax: 31-297-568851

**Tianjin Tafeng Rubber
Industry Co., Ltd.**

No. 1 Shuanghaidao
Beichen Economic Development Zone
Beichen District, Tianjin
China
Tel: 86-22-26975901
Fax: 86-22-26975902

**Cheng Shin Rubber
(Vietnam) Ind., Ltd.**

KCN Nhon Trach III, Nhon Trach,
Dong Nai, Vietnam
TEL: (84) 61-560-910 -13
FAX: (84) 61-560-914