

Hubtrac truck tyre brand positioning itself at the heart of Europe

On 1 August 2023, the Hubtrac tyre brand relocated its European operational headquarters and production facilities to Serbia. Strategic departments were inaugurated in the UK and Germany, marking the completion of a Europe-centric operational structure. The goal? The establishment of an undeniably European tyre brand alongside the already-established product R&D centre in Germany. According to the company, “this strategic shift heralds the dawn of a new era.” Tyres & Accessories met with the director of the Hubtrac brand and marketing department, Edward Xu, in order to learn more.

Hubtrac’s operational nucleus, manufacturing centre, and after-sales service are located in Serbia, augmented by four key departments: International Sales and Brand Marketing based in London, UK, and Product Research & Development and local (European) Sales in Hanover, Germany.

The sales department’s headquarters, along with its domestic sales division, are based in Germany. Their mandate is to make direct sales in continental Europe and the Turkish markets. Embedded within the German framework, the Social Responsibility Department “anchors the company’s ethos in ethical practices, sustainability, and corporate social responsibility.”

The London, United Kingdom office, houses multiple divisions: The Branding and Marketing Department, International Sales Division, the UK & Ireland Sales ensemble, and the corporate legal team.

In Serbia, the nerve centre of the company’s operations, the Administrative Department, Manufacturing Department, and the Supply Chain and Procurement Department coexist with the primary headquarters. Daily production capacity reportedly exceeds 6,000 units.

There are two divisions under the sales department headquartered in Hanover, Germany: the domestic (European) sales division located in Hanover and the international sales division located in London. The domestic sales division consists of three sales teams: the continental Europe sales team based in Hanover, the UK and Ireland sales team based in London, and the Hubtrac Adria sales team based in Zagreb, Croatia, which is responsible for sales in the former Yugoslav region and Albania.

The burgeoning European enterprise is also set up to engage closely with markets in the USA, Canada, Latin America, the Middle East and Africa. Outside Europe, Hubtrac has dedicated product R&D departments in the USA, China, and Thailand. In the USA, a sales department has been established, while in Thailand, Hubtrac also possesses a specialized TBR production base.

In the USA, Hubtrac boasts a local R&D centre staffed by



Source: Hubtrac

over 20 professionals and a sales centre consisting of a 20-person team. Collaborating fully with the R&D centres in China and Thailand, and leveraging the Thai production base, Hubtrac intends to sculpt a brand-new “flagship” tyre brand.

“Our diverse team, comprising engineers, designers, and industry experts, unites to craft outstanding products and solutions. Recognizing the catalytic role that varied backgrounds and perspectives play in driving innovation and quality, we swiftly adapt to market dynamics while retaining a competitive edge”, company representatives told T&A.

These teams are led by experienced tyre industry executives. Department heads who bring with them over two decades of experience. Concurrently, Hubtrac research team “amasses top-tier experts from Europe, the Americas, China, and Thailand”

TBR tyres the flagship product line

With Hubtrac as the flagship brand, truck tyres are the flagship product line: “Meticulously calibrated and designed specifically for heavy-duty commercial vehicles, including buses and trucks, this tyre series” is said to offer “exceptional performance and robust reliability” whether “on long-haul highways or bustling city streets”

The tyre reportedly offer “superior durability, fuel efficiency, and low noise performance.” These features are achieved via “unique tread patterns...thoughtfully designed for each TBR tyre...granting them unparalleled traction and stability, whether on wet surfaces or arid zones.”

Moving forward, the vision is to position Hubtrac as innovators in the European tyre industry through “sustained R&D investments and fortified partner relations”

As Edward Xu explained: “As the director of Hubtrac Brand and Marketing Department, my goal is to provide clarity on our brand’s positioning and the value it brings to our customers.

“...While Hubtrac offers tyres at a lower price point compared to premium brands, we ensure that our products still deliver on essential performance and safety aspects. Our tyres undergo rigorous testing and quality control to meet industry standards, providing customers with a balance of cost-effectiveness and reliability.

“...the premium economy positioning of Hubtrac is a conscious decision to address the specific needs of customers who prioritize cost-effectiveness without sacrificing quality. We believe that offering affordable and reliable tyres can lead to long-term customer satisfaction and sustainable business growth.”

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