



Sailun EcoPoint³ Technology wins China Automotive Festival Award

Frankfurt, February 5, 2024 On the evening of January 28th, the fourth annual China Automotive Festival presented by China Central Television (CCTV) took place at the Beijing National Stadium. This ceremony, themed around health, aiming to maintain a healthy climate for technical innovation and promote the concept of sustainable development in auto industry. At the ceremony, awards were presented for the Annual Influential Vehicle, Jury's Choice Award, Top Three Vehicles of the Year, and Top Ten Individuals. Additionally, the results of new awards introduced for 2023, such as Annual Leading Figure in Overseas Markets, Annual Innovative Technology Team, Annual Vanguard Design Team, and others, were announced on-site. A total of 18 vehicle models from 24 automotive companies, along with 4 technologies, 1 application software, individual, and 2 teams, were honored with awards.



Mrs. Yanhua Liu, Chairwoman of Sailun Group, received the award on stage.

Sailun EcoPoint³ Technology won the Jury's Choice Award for its representation, leadership, and unique significance in advancing the development of China's automotive industry. Sailun thereby stands as the sole automotive parts enterprise to win this prestigious award. In the continuous evolution of the automotive industry into a significant force, the role of tyres becomes increasingly vital. Amidst the ongoing transition towards electrification and smart technologies within the automotive sector, tyres emerge as key contributors. As the only parts directly touching the road, tire manufacturers are facing the task of addressing the growing consumer demands for enhanced vehicle performance and an elevated travel experience. Beyond that, tyres also play a key role in pushing forward innovation and overall advancement within the automotive sector.

EcoPoint³ Technology is the result of decades of collaborative innovation within the tire industry and its industry chain. It employs a groundbreaking liquid-phase mixing technology, successfully overcoming the century-old challenge known as the 'Magic Triangle' in the tyre industry. While reducing rolling resistance, it simultaneously enhances wet grip performance and wear resistance. This breakthrough has led to an unprecedented leap in the overall performance of tyres. According to international authoritative test data, using EcoPoint³ tyres can reduce fuel consumption by 8% for ICEs, saving approximately 0.6 liters per 100 kilometers. For electric vehicles, it can achieve 12% energy-savings per 100 kilometers, extending the range by 40-60 kilometers on a single charge. When braking at a speed of 80 km/h, the wet braking distance of EcoPoint³ tyres is shortened by 7 meters compared to regular tyres. The wear resistance is increased by 20%-30% compared to regular tyres, and tire noise is reduced by 1-2 decibels. While significantly improving the driving experience for vehicle owners, EcoPoint³ tyres also achieve a green, low-carbon, and sustainable development throughout their entire lifecycle, from raw material selection and production to product use.

Seizing this opportunity, Sailun will continue to dedicate itself to technological innovation, contributing to and enhancing the development of the Chinese automotive industry. Sailun aims to empower and add brilliance to the industry, while contributing its share towards the safe, green, and intelligent mobility for users worldwide!

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