

FOR IMMEDIATE RELEASE

Radar Tires undergoes a symbolic logo change

Singapore, 22 October 2013 – The month of October marks a significant milestone for Radar Tires as we undergo a change in the design of our logo.

The logo variant shows the word "RADAR" in a large, bold, black, italicized sans-serif font. Below it, the word "TIRES" is written in a smaller, bold, red, italicized sans-serif font.The logo variant shows the word "RADAR" in a large, bold, black, italicized sans-serif font. Below it, the word "TIRES" is written in a smaller, bold, black, italicized sans-serif font.

Examples of Radar Tires logos in different variants.

The new logo was first previewed at the *Lucas Oil Off Road Racing Series* (LOORRS) at the Las Vegas Motor Speedway ahead of its official launch. The crowd at the Las Vegas Motor Speedway was able to steal a sneak peek of the refreshed Radar Tire logo that was painted on both Radar Tires' drivers ProLite Trucks, the No. 81 Bronson Motorsports Toyota Tacoma sponsored by [Radar Tires](#), driven by Doug Mittag and the No. 77 Synergy Electric Nissan, driven by Jerett Brooks, now featuring a clearer, bolder and more distinct impression.



Doug Mittag's No.81 ProLite Truck leaping through the air with the all-new Radar Tires logo.



Jerett Brooks No.77 ProLite Truck kicking up some dust with the all-new Radar Tires logo



Inspired by the rugged nature of the off-road racing that Radar Tires is participating in as well as its inaugural win at the SCORE International Off Road Racing 2013 Baja 500 win earlier this year, Radar Tires hopes to replicate the essence of the ruggedness and the masculinity of the off-road races into the products that the enthusiasts and the consumers could closely relate to – The toughness and robustness of our tires under the most extreme conditions.



Radar Tires' race buggy getting all prepped for the upcoming Baja1000.

The new logo retained the traditional black and red corporate livery to express the vibrancy and bold nature of the brand who is always challenging the status quo. The new logo has better visibility, easy recognition and signifies the company's ethos in providing safe, environmental-friendly, and quality products at great value through continuous improvements for the masses.

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For every Radar tire sold, Omni United will donate \$5 to the Breast Cancer Research Foundation (BCRF) with a minimum annual donation of \$200,000 and a maximum donation of



\$250,000. The BCRF is a New York-based non-profit organization that funds clinical and translational research worldwide into finding a cure for breast cancer. For more information, visit www.omni-united.com

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ABOUT OMNI UNITED / RADAR TIRES

Radar Tires is the flagship tire brand of Omni United (Singapore) – an established global tire designer and manufacturer. It offers a complete range of passenger car, SUV, truck, bus, and farm tires that are marketed under its own four brand names: Radar, Goodride, Roadlux and Corsa. Besides designing and manufacturing tires, Omni United provides unparalleled customer service and its state-of-the-art logistics and supply chain management systems, which are the cornerstones of their success.

Radar Tires is proud to declare carbon neutral as of October 2013.

Omni United was founded in 2003 by Singapore-based entrepreneur G. S. Sareen. From its headquarters in Singapore, Omni United provides the full spectrum of supply, distribution and sales services to over 80 countries around the world. The USA, Omni United's largest market, accounts for 70% of the company's business. Omni United has 10 offices throughout the USA, including Florida, California, Michigan and Colorado. Other important fast growing markets are the United Kingdom, Spain, Germany, Middle East, South East Asia, Australia and Japan.

Omni United has been rated as the fastest growing company in Singapore. A major percentage of Omni United's products (including Radar Tires) are designed in Singapore and manufactured in modern, high-tech, state-of-the-art production facilities in Indonesia, Thailand, India and China. All products are compliant with all the most stringent USA and EU tire regulations.

For further information about Omni United and Radar Tires, please visit www.omni-united.com and www.radartires.com

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ENQUIRIES

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