



Press Release Zleen Europe s.r.o.  
20.6.2023

## **Experience meets Expertise - Ralson Tires & Zleen join hands**

Ralson India Ltd., Zleen s.r.o., and Mahansaria Enterprise Private Limited (MEPL) are forming a Joint Venture (JV) to cater to the European bicycle industry, bringing value to professional bike riders with high-performance products and leisure bike riders with comfortable and durable products.

Ralson, having the majority stake in the JV, joins hands with Zleen with high ambitions to expand its European customer reach by providing application-specific tires.

The JV plans to establish quick trust with channel partners across segments with a two-brand strategy to penetrate both the Aftermarket (AM) and Original Equipment (OE).

Zleen portfolio will cover the premium MTB, Gravity and Freestyle segments while Ralson will focus on the OE segment and AM tires for e-mobility, commuting, road, city, trek, and kids segment coverage.

Indian manufacturing and European technical expertise will combine to provide a complete solution for the trade and end-users. The three partners will bring together technical expertise, market know-how, a reliable manufacturing base, unparalleled R&D and testing capabilities, financial resources, and a vast distribution network. Not to mention unmatched, high-quality products that draw on a global reservoir of experience.

### **About Zleen: Excels in delivering unmatched design**

Focused on European R&D and global sourcing, Zleen is an all-around tire maker from Czech Republic, specializing in mountain bike, cross-country, gravity and gravel tires. Zleen excels in delivering unmatched design, superior value for money through technology and materials, and bringing innovative, high-performance tires to professional and enthusiast hobby riders alike.

### **About Ralson: Massive manufacturing infrastructure and capability**

As India's fastest-growing tire brand and one of the largest bicycle tire manufacturers in the world, Ralson keeps manufacturing excellence at its core while creating sustainable value for its stakeholders. With its own global technological expertise, R&D, Europe-based distribution, and primarily its massive manufacturing infrastructure and capability, Ralson is best suited to aid the European cycling industry growth.