

A large white truck is shown from a low angle, driving on a multi-lane highway. The focus is on the front wheel and tire, which has the 'PRINX' logo on the sidewall. The truck is moving towards the right, with a clear sky and distant mountains in the background.

PRINX

**ENGINEERED FOR REAL
TRANSPORT BUSINESS**

TBR Product Catalogue 2026

ABOUT US

PRINX Chengshan is an international tyre manufacturer with more than 50 years of experience in tyre development and production, established in 1976.

The company has built its reputation through the research, development and manufacturing of high-quality tyres for passenger vehicles and commercial applications, with continued expansion into the truck tyre sector to support growing global demand.

Over the decades, PRINX Chengshan has developed strong industrial capabilities, combining advanced production technologies, international quality standards and ongoing investment in innovation and engineering.

Today, PRINX Chengshan operates a global network including:



3 production facilities, including China and Thailand with Malaysia under development.



3 R&D centres supporting continued product innovation and engineering development.



Sales presence across 175 countries worldwide.



More than 42 million tyres produced annually.

The company is listed on the Hong Kong Stock Exchange (HKEX: 1809), supporting long-term stability, international growth and continued expansion across global tyre markets.

A GLOBAL INDUSTRIAL AND TECHNOLOGY PLATFORM

PRINX Chengshan combines manufacturing scale with strong engineering capability:



Over 200 R&D engineers with extensive industry experience



Advanced Industry 4.0 production facilities with automated processes and full traceability



State-of-the-art testing equipment for rolling resistance, noise, durability and performance

The company also supplies tyres to more than 70 vehicle manufacturers and works with leading logistics fleets, demonstrating its capability to meet demanding performance and quality standards.



THE PRINX BRAND

PRINX Chengshan operates a focused multi-brand strategy to address different market needs:

PERFORMANCE

Designed for European driving conditions, with strong EU label performance in wet grip, rolling resistance and noise.

RELIABILITY

Consistent product quality and stable production, supporting long-term business for distributors and dealers.

EFFICIENCY

A balanced price-performance approach, offering a competitive alternative to established international brands.

PRINX is designed as a smart, dependable choice for customers who expect performance and consistency without unnecessary cost.

PRINX – Smart Premium Value

Developed for customers seeking performance benchmarked against leading premium brands, combined with a strong and efficient price-performance balance. Focus on technology, consistency, and long-term business partnerships.

In addition, the group offers a complementary value range (AUSTONE / FORTUNE), designed for high-volume and price-sensitive segments, enabling partners to address a wider market coverage.

EUROPEAN TECHNOLOGY CENTER – HANNOVER

To support its long-term development in Europe, PRINX Chengshan has established its own European Technology Center in Hannover, Germany.

Over decades, PRINX Chengshan has built strong industrial capabilities, combining advanced production technologies, global quality standards and continuous investment in innovation.



Development of products adapted to European road conditions



Analysis of EU regulations and technical standards



Product testing and performance validation



Cooperation with local research institutions and technical partners

This local engineering presence ensures that PRINX tyres are developed, tested and optimised specifically for the European market.

BUILT FOR EUROPE

PRINX Chengshan has made Europe a strategic priority, supported by:



Production in Thailand and China



A European headquarters in Germany



Dedicated product development



A growing distribution network across the region

With strong industrial foundations, local engineering capability and a clear market positioning, PRINX is built to support long-term partnerships with importers, distributors and dealers across Europe.

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All products are designed for performance in severe snow and cold weather conditions.

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Xelera EcoRoute SE01



SIZE	PR	LI / SR	1	2	3
315/70R22.5	22PR	158/150L (154/150M)	B	B	71db A
315/70R22.5	20PR	154/150(152/148)L(M)	B	B	71db A

1 = Fuel Efficiency 2 = Wet grip scale 3 = External rolling noise (dB)

FEATURES:



Low Rolling
Resistance



Extra
Versatile



Irregular
Wear Resistance



Xelera EcoLine SL01



SIZE	PR	LI / SR	1	2	3
315/70R22.5	22PR	158/150L(154/150M)	A	B	71db A

1 = Fuel Efficiency 2 = Wet grip scale 3 = External rolling noise (dB)

FEATURES:



Best-In-Line
Fuel Consumption



High
Wet Grip



Low
Noise



Xelera Route SR01

SIZE	PR	LI / SR	1 	2 	3 
315/70R22.5	22PR	158/150L(154/150M)	C	B	72db B
315/80R22.5	20PR	158/150L(154/150M)	C	B	72db B
295/80R22.5	18PR	154/149M	C	B	72db B
215/75R17.5	16PR	128/126M	C	B	71db A
	18PR	136/134J	C	B	71db A
235/75R17.5	16PR	132/130M	C	B	71db A
	18PR	143/141J	C	B	71db A
315/60R22.5	20PR	154/150L(152/148M)	B	B	72db B
385/55R22.5	20PR	160K (158L)	B	B	73db B
385/65R22.5	20PR	160K (158L)	B	B	72db B
	24PR	164K	B	B	72db B
11R22.5	18PR	149/146L	C	B	72db B
	16PR	146/143L	C	B	72db B

1 = Fuel Efficiency 2 = Wet grip scale 3 = External rolling noise (dB)

FEATURES:



High Wet Grip



High Durability



High Mileage



Steer



Regional

Xelera EcoRoute DE01

SIZE	PR	LI / SR	1 	2 	3 
315/80R22.5	20PR	156/150L(154/150M)	B	B	73db A
315/70R22.5	20PR	156/150L(154/150M)	B	B	73db A

1 = Fuel Efficiency 2 = Wet grip scale 3 = External rolling noise (dB)

FEATURES:



Low Rolling Resisitance



Extra Versatile



Irregular Wear Resistance



Drive



Hybrid

Xelera Route DR01

SIZE	PR	LI / SR	1 	2 	3 
315/60R22.5	22PR	154/150L 152/148M	C	B	74db B
315/70R22.5	20PR	156/150L 154/150M	C	B	73db A
315/80R22.5	20PR	156/150L 154/150M	C	B	73db A
215/75R17.5	16PR	128/126M	D	B	73db A
	18PR	136/134J	D	B	73db A
235/75R17.5	16PR	132/130M	D	B	73db A
	18PR	143/141J	D	B	73db A
295/60R22.5	18PR	150/147L	C	B	73db A
295/80R22.5	18PR	154/149M	D	B	73db A

1 = Fuel Efficiency 2 = Wet grip scale 3 = External rolling noise (dB)

FEATURES:



High Wet Grip



High Durability



High Mileage



Drive



Regional

Xelera EcoLine DL01

SIZE	PR	LI / SR	1 	2 	3 
315/70R22.5	22PR	156/150L (154/150M)	A	B	74db A

1 = Fuel Efficiency 2 = Wet grip scale 3 = External rolling noise (dB)

FEATURES:



Best-In-Line Fuel Consumption



High Wet Grip



Low Noise



Drive



Long Haul

Xelera Route TR01



SIZE	PR	LI / SR	1	2	3
385/65R22.5	24PR	164K	B	B	73db B
385/65R22.5	24PR	170J	B	B	73db B
215/75R17.5	18PR	136/134J	C	B	71db A

1 = Fuel Efficiency 2 = Wet grip scale 3 = External rolling noise (dB)



FEATURES:



High Wet Grip



High Durability



High Mileage

Xelera EcoRoute TE01



SIZE	PR	LI / SR	1	2	3
385/55R22.5	20PR	160K	B	B	73db B
385/65R22.5	20PR	160K	B	B	71db A
385/65R22.5	24PR	164K	B	B	71db A

1 = Fuel Efficiency 2 = Wet grip scale 3 = External rolling noise (dB)



FEATURES:



Low Rolling Resistance



Extra Versatile



Irregular Wear Resistance

Xelera EcoLine TL01



SIZE	PR	LI / SR	1	2	3
385/55R22.5	20PR	160K	A	B	73db B
385/55R22.5	24PR	164K	A	B	73db B
385/65R22.5	20PR	160K	A	B	71db A
385/65R22.5	24PR	164K	A	B	71db A

1 = Fuel Efficiency 2 = Wet grip scale 3 = External rolling noise (dB)



FEATURES:



Best-In-Line Fuel Consumption



High Wet Grip



Low Noise



MATRIX TECHNOLOGY

Matrix Technology uses over 100 metres of high-elongation steel wire in a dense, multi-layered mesh.

The 1+5 belt design enhances strength, stability, and durability for reliable performance under high-load, high-speed conditions.



IMPROVED HIGH-LOAD, HIGH-SPEED PERFORMANCE

Maintains shape and stability under extreme conditions for safer, longer-lasting performance.



CONTINUOUS VERTICAL WINDING

Ensures even tension and balanced load distribution, reducing internal strain.



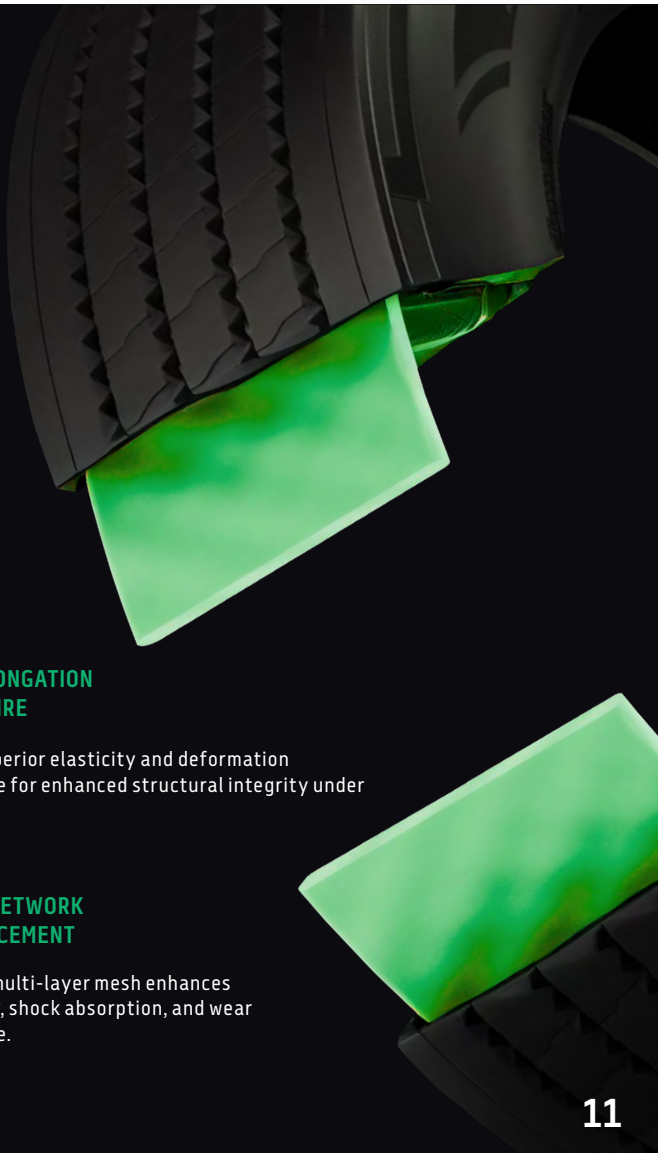
HIGH-ELONGATION STEEL WIRE

Offers superior elasticity and deformation resistance for enhanced structural integrity under stress.



CROSS-NETWORK REINFORCEMENT

A dense, multi-layer mesh enhances durability, shock absorption, and wear resistance.





#FutureReadyTires

FOLLOW US



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