

# BRINGING THE WORLD TO YOU





# ABOUT ASSOCIATED MOTORWAYS (PRIVATE) LIMITED

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Associated Motorways (Private) Limited, popularly known as AMW, has an illustrious history of over 69 years as a pioneer of tyre manufacturing in Sri Lanka. Over the years, the Company has developed an unparalleled reputation for quality, reliability and innovative solutions that have contributed towards propelling the Sri Lankan travel and transport sectors into the modern era. Today, the AMW range of products cater to a wide spectrum of consumer and industrial needs by harnessing modern manufacturing methodologies and management techniques to produce world class polymer products. The Company's modern product portfolio includes material handling tyres, pneumatic tyres, tyre retreading and retreading material, rubber compounds, Industrial products and auxiliary rubber products.

Holding customer satisfaction as its highest priority, AMW has built up an extensive expertise in tyre and rubber related production, with its operations conforming to the international quality standard of ISO 9001: 2008. In addition, AMW products comply with the ISO 14001:2004 Environmental Management System and Bureau of Indian Standards (BIS) certification. These are only a few of the quality accreditations awarded to the Company in its journey of growth, with many more in the pipeline to testify to the superior quality standards of AMW.

Backed by over 70 years of industry expertise in the field of manufacturing rubber products, today, AMW has established itself as a global brand by making a name for itself as a highly sought after contract manufacturer for world famous brands. The Company currently manages a client portfolio of over 25 overseas customers, consisting of many world renowned international brand names, clearly establishing AMW's technical expertise, long standing industry and manufacturing experience, and superior service quality, that are on par with international standards. AMW's rapidly growing export success amply demonstrates the Company's ability to meet the exacting and distinct requirements of diverse foreign customers, through the delivery of products and services of the highest international standard.



OVER  
**70 Years**  
IN RUBBER PRODUCT  
MANUFACTURING



GEOGRAPHICAL FOOT  
PRINT OVER  
**20+ Countries**



**Associated Motorways (Private) Limited**

Factory Complex, Nagoda, Kalutara, Sri Lanka | Direct : +94 34 2229971 | General : +94 34 2222386, 34 2222437

Fax : +94 34 2226476 | Mobile : +94 77 0608674 | linkedIn : linkedin.com/in/amw-material-handling-415948170

E-mail : material.handling@amw ltd.com | Web : amwexports.com | FB : facebook.com/MaterialHandlingTyres/ | Viber/WhatsApp : +94 77 7821330



## TRACK RECORD OF SUCCESS

1949  
2019

A journey into the history of Associated Motorways Private Limited, takes us back to an era where industrial entrepreneurship was unheard of in Sri Lanka. In the year 1949, Sir Cyril de Zoysa established a venture that would later revolutionize the automotive as well as rubber industry of the country. As a result of this bold initiative, Sri Lanka gradually became a proud manufacturer of its own value added rubber products, from originally being only an exporter of raw rubber. Apart from this, the visionary leadership of Sir Cyril laid the foundation for a highly diversified conglomerate that would set the pace for the automotive as well as dry rubber industry of Sri Lanka.

AMW has come a long way since its post-colonial beginnings to become a much loved, household brand among the Sri Lankan public through an ever growing portfolio of products and services. The business extends across the sectors of tyre manufacturing (retreaded and new), automobiles (passenger cars, trucks and buses, three wheelers, motor cycles, marine products and generators), lubricants and financial services, ensuring successful delivery of the AMW promise of superior performance, service quality and customer convenience through a committed workforce and network throughout Sri Lanka. The Company reached a historic milestone in July 2008, when Associated Motorways [Pvt] Ltd. was acquired by the M/s Al-Futtaim Group, a diversified multinational

conglomerate originating in the UAE. Acquisition of AMW by this global giant has enhanced the brand value and financial strength of the AMW Group to provide superior value and competitive products to its customers. Backed by the strength and expertise of the Al-Futtaim Group, AMW has now embarked on a new chapter of growth and expansion to enhance value for all its stakeholders.

Under its new ownership, AMW has acquired rights to represent a number of highly respected global brands and has diversified into new business sectors, such as automotives, vehicle accessories, lubricants and leasing services.



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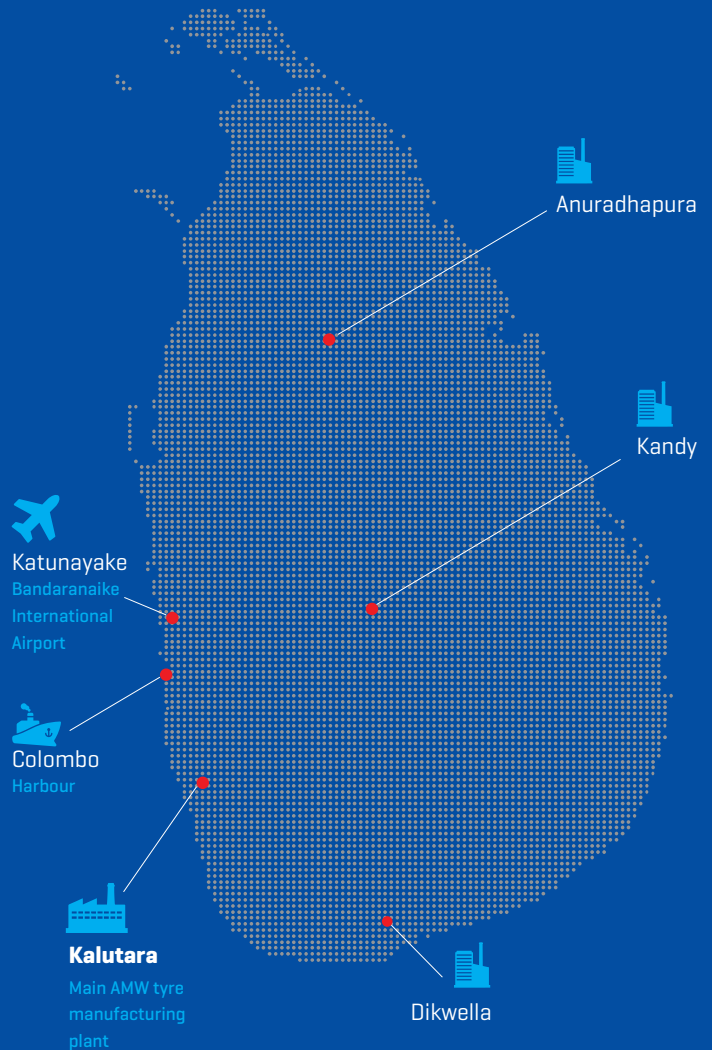
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AMW's key strengths lie in its manufacturing expertise that has been honed into a fine art through the integration of modern systems and processes coupled with years of hands on experience in catering to climatic specific, high performing, economic, transportation needs of the Sri Lankan customer. The Company has continually invested in upgrading technologies and knowledge to ensure premium quality in all production aspects that reflect the brand promise of AMW.

The main AMW tyre manufacturing plant is located in Kalutara, which is 35 kilometers away from the commercial capital of Colombo. Historically, Kalutara has been one of the main rubber growing areas in the country, and the AMW factory is strategically placed to have the optimum supply chain and quality efficiencies. The factory is built within 26 acres of land and is equipped with state-of-the-art technology, and backed by a workforce of over 500 employees.

Apart from its main factory in Kalutara, AMW has production facilities in the key commercial cities of Anuradhapura, Dikwella and Kandy.



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# AMW IDENTITY AND LINK TO AL-FUTTAIM

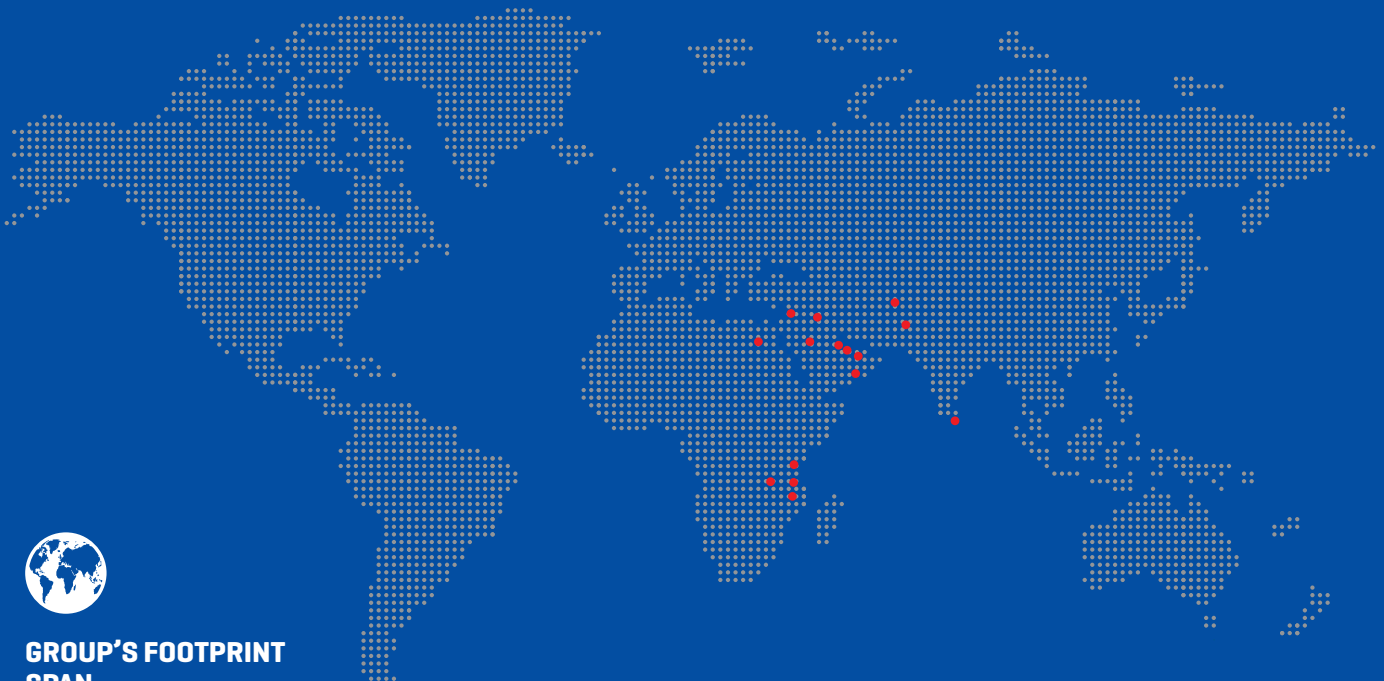
## Local in Heart Global in Reach

A large conglomerate in the UAE and a multinational group, the Al-Futtaim Group is an integrated commercial, industrial and services organization with diversified interests in automotive, electronics, insurance, services, and real estate in retail and overseas. In the automotives sector alone, the Group's footprint spans 14 countries, representing 29 brands.

Along with its integration with the Al-Futtaim Group in 2008, AMW has exponentially expanded its global footprint, servicing customer across 20 countries in 05 continents. True to its promise, which has withstood the test of time, AMW commits itself to delivering superior service, premium quality, best in class responsiveness and total customer satisfaction despite geographical distances and boundaries.



Visit the Al-Futtaim corporate website at:  
<http://www.alfuttaim.com/home>



**GROUP'S FOOTPRINT  
SPAN**

# 14

**COUNTRIES**



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## INDUSTRIAL SOLID TYRES

### RESILIENCE INDUSTRIAL SOLID TYRES

**Soli-MaX**

The Soli-Max is designed with a modern and highly functional tread pattern that suits all road conditions and supports to carry heavy loads. Its square footprint increases stability and grip, which ensures maximum performance.

#### Key Features:

- Wider profile and flat footprint- Increase stability and grip.
- Made out of finest quality Sri Lankan rubber compounds. – High wear resistance.
- High Durability & Loading Capability.
- Deeper Lug depth – Excessive lifetime with advance traction
- Flat Center of tread – Driver comfort with no vibration.
- Larger Lugs – Maximizes life and Floor pressure.
- Unique tread design – Ensure perfect grip and prevent skidding.



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## INDUSTRIAL SOLID TYRES RESILIENCE INDUSTRIAL SOLID TYRES



The Soli-Trac resilience solid tyre ensures high durability and loading capacity. Large tread blocks with deep lugs, maximize lifetime of the tyre and decreases chipping and chunking, which ensures greater stability and driver comfort.

### Key Features:

- Better cost effective
- Lesser heat built up saves energy/fuel
- Lesser floor contact reduces Rolling Resistance
- Made out of finest quality Sri Lankan rubber compounds. – High wear resistance
- Unique Tread Design- better & Lasting Grip.



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## INDUSTRIAL SOLID TYRES

PRESS ON STEEL BAND SOLID TYRES (POB)

**Soli-MaX**

**POB-TRACTION**

Persisting work mate in tough grind

Key Features :

- Specially designed traction for wet Grip.
- Lesser contact area gives low rolling resistance.
- Resistance to chunking and chipping by stronger compound.
- Traction profile offers better grip.
- Wider tread makes excellent stability.

## INDUSTRIAL SOLID TYRES

PRESS ON STEEL BAND SOLID TYRES (POB)

**Soli-MaX**

**POB-SMOOTH**

Key Features :

- Specially designed for in-door material handling purpose.
- Resistance to chunking and chipping by stronger compound.
- The smooth profile offers long wear and excellent stability.
- Smooth & flat tread gives low pressure on floor and smooth riding.

## PNEUMATIC TYRES

INDUSTRIAL PNEUMATIC TYRES

**Pneu-MaX**  
Pneumatic

Key Features :

- Driver comfort with minimum vibration
- Ensure perfect grip and prevent skidding
- Designed for heavy duty usage.
- High durability and loading capability
- Exclusive tread to increase life-time
- Greater life time with advance traction.



## PNEUMATIC TYRES

### OTHER PNEUMATIC TYRES

#### THREE WHEELER TYRES (BOTH TUBE AND TUBELESS)

*Key Features :*

- Superior grip suit for any type of road conditions
- High safety – better grip and braking response
- Superior control and stability
- Better cornering effect
- Low rolling resistance which reduce fuel consumption
- Low running costs per km
- Cutting edge design for the tread pattern

Brand	Available Size	Tube type	Inflation Pressure
Tri-Max	4.00-8	6PR	35psi
	4.50-10	8PR	
HI-MILER	4.00-8	6PR	35psi
	4.50-10	8PR	
Power-Max	4.08-8	6PR	35psi
Hi-Max	4.00-8	6PR	35psi



**LEWIS**  
**Tri-MaX**

**Hi-MILER**

**LEWIS**  
**Power-MaX**

**LEWIS**  
**Hi-MaX**



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## PNEUMATIC TYRES

### OTHER PNEUMATIC TYRES

#### TWO WHEELER TYRES

Key Features :

- Superior grip suit for any type of road conditions
- High safety – better grip and braking response
- Superior control and stability
- Better cornering effect
- Low rolling resistance which reduce fuel consumption
- Low running costs per km
- Cutting edge design for the tread pattern



#### Tyres Sizes

100/90-17
2.75-17
3.00-17
3.00-18



MOTORCYCLE TYRE



#### Tyres Sizes

90/100-10
90/90-12
3.50-10



SCOOTER TYRE



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## PNEUMATIC TYRES FARM TRUCK TYRES



### Key Features :

- Higher lug height
- Improved heavy duty compound
- Better traction on muddy condition
- Low noise on tarred roads and longer life
- Tread position guarantee safety and comfort
- Low running cost per km



### Tyres Sizes

5.00-12

6.00-12



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## PNEUMATIC TYRES LIGHT COMMERCIAL VEHICLE TYRES



### Key Features :

- Internationally certified quality – ISO 9001 : 2008, ISO 14001 : 2004 & Bureau of Indian Standards (BIS)
- Extra strength to carry heavy loads.
- High abrasion resistance. Excellent traction & stability
- Well ventilated continues shoulder ribs.
- Low rolling resistance which reduce fuel consumption
- Good cornering and safety
- Premium tread compound for higher mileage



### Tyres Sizes

155/80-12



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## CUSTOM COMPOUND MIXING

Apart from its reputation as a specialist in tyre manufacturing, AMW has also built up expertise in the niche segment of rubber compounding. This includes master batches as well as final, sulphured compounds for all types of industrial applications including mission critical specialty applications in the oil and marine industry. Backed by years of experience in this specialized field, AMW has now grown to become Sri Lanka's largest manufacturer and exporter of rubber compounds. Specialized rubber compounds, mixed according to the specifications of customers, are manufactured using modern production systems, under strict quality control and supervision by the expert compounders of AMW.



## TREAD-LINERS, BONDING CUSHION-GUM, CAMEL-BACK AND CEMENT SOLUTION

Catering to the Retreading industry, both locally as well as overseas, AMW tread liners deliver high wear resistance, superior adhesion to carcass and optimum cost per Kilometer. The unique tread patterns of AMW liners ensure lower heat buildup and maximum wet grip, ensuring lower downtime and higher safety to our customers. The range of liners are available in multiple tread patterns and covers the entire truck and bus as well as light commercial and passenger segments. AMW tread liners are recommended to be used together with AMW cushion gum, which are formulated together to deliver the best bonding strength in the industry.



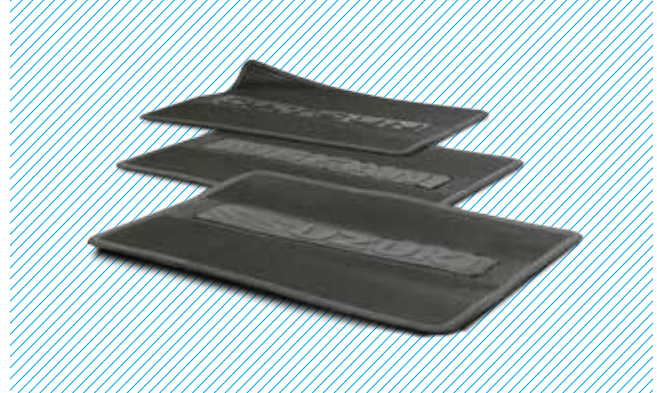
## TYRE RETREADING

Being the pioneer in tyre retreading in Sri Lanka's, AMW holds a dominant market share in the island. AMW retreaded products are much sought after by the market as they deliver higher durability, good loading capacity, optimum grip [especially wet grip], higher mileage and extremely high dependability. Customers are offered the widest range of retreading by AMW, who offers pre-cure, hot cure, Vaculug™ retreading options as well as high reliability repair processes for off-the-road and construction tyres.

## CARPETS

### Key Features :

- Durable and washable.
- Easy to maintain and handle.
- Resistance to slipping and sliding.
- Washable and anti-bacterial.
- Designed to trap dirt and dust.



## FLAPS

### Key Features :

- Unique rubber sleeve around the valve point of the flap protects against wear and tear for long periods.
- Specially designed rubber compound to resist heat and pressure.
- ISO 9001:2008, ISO 14001:2004 and BIS certified for international quality.
- Durability.



## CREEL BEAD WIRE

AMW manufactures creel bead wire for all types of solid tyres and pneumatic tyres. The main function of tyre bead wire is to act as reinforcement to the rubber and help grip the tyre at the rim. Our bead wire contributes to smooth processability as well as to the safety, strength and durability of tires.



# SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

As a responsible corporate citizen, AMW's business philosophy incorporates social and environmental consciousness into its business model through a range of corporate social responsibility activities conducted throughout the year. Committed to helping those in need, AMW contributes to many charitable causes, environmental efforts and public welfare activities every year.



Blood Donation



Flood Relief



Project Title "Helping Namal get back on his feet"

AMW is proud to partner with The Elephant Transit Home and their team of volunteers to provide a prosthetic limb to "Namal", the first elephant in the world with a prosthetic hind leg. Namal, an unfortunate victim of the human elephant conflict is today being rehabilitated to leading a normal life.



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The driving force behind our 69 year success is our highly skilled and energized workforce. For our associates, AMW is “home away from home”, where they grow in skills, prosper in career and deliver world class solutions that delight our customers.

With growing talent at heart, our associates are constantly trained on new technologies and new processes to ensure that they constantly stay at the top of the industry knowledge curve. AMW’s 360 degree approach to training and development strives to ensure that the associates are “well rounded” not only in technical skills but also in managerial and communication skills, as well as the right attitudes which enable them to live upto the AI-Futtaim/AMW values. The factory is equipped with a well maintained Training Center, where trainings are constantly carried out with the involvement of internal as well as external subject matter experts.

Reward and recognition is part and parcel of AMW’s performance culture. While annual performance evaluations are conducted to facilitate and reward employees who excel within the performance framework of AMW, spot rewards identify and reward employees who show initiative and walk the “extra mile” to delight our customers.

At AMW, we firmly believe that a trusting, equitable and an open culture is essential to deliver value to our customers while ensuring the constant growth of our associates. Operating in a multi-cultural, multi-religious society, AMW constantly strives to ensure cultural and gender diversity in the workplace. Social and ethical compliance ranks very high in AMW’s priorities, and all associates are made aware of the Company’s code of conduct and ethical business standards when discharging their duties and in all interactions with stakeholders.

Employee welfare and safety at work are two key focus areas of the company. Our associates are provided with a range of benefits, aimed at creating a world class working environment, while our safety practices extend well beyond statutory requirements to create a safe working environment.



An infographic with a background of light blue diagonal lines. At the top, there are six stylized human figures in blue and red. Below them, the text "NUMBER OF EMPLOYEES" is written in bold blue capital letters. At the bottom, the number "500" is displayed in large, bold red capital letters.





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