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Name of Announcer *	YHI INTERNATIONAL LIMITED
Company Registration No.	200007455H
Announcement submitted on behalf of	YHI INTERNATIONAL LIMITED
Announcement is submitted with respect to *	YHI INTERNATIONAL LIMITED
Announcement is submitted by *	Yuen Sou Wai
Designation *	Executive Director
Date & Time of Broadcast	18-Jan-2008 17:32:12
Announcement No.	00086

>> Announcement Details

The details of the announcement start here ...

Announcement Title *

PRESS RELEASE: YHI INTERNATIONAL GROUP KICKS OFF ITS 60th ANNIVERSARY CELEBRATIONS AND GLOBAL BRANDING CAMPAIGN IN 2008 WITH SPECIAL TV FEATURE AND AN ALLOY WHEELS SPONSORSHIP DEAL TO A FORMULA 1 TEAM

Description

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 [YHIPressRelease180108.pdf](#)

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友发国际有限公司

YHI INTERNATIONAL LIMITED (Co. Reg. No. 200007455H)

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PRESS RELEASE

YHI INTERNATIONAL GROUP KICKS OFF ITS 60th ANNIVERSARY CELEBRATIONS AND GLOBAL BRANDING CAMPAIGN IN 2008 WITH SPECIAL TV FEATURE AND AN ALLOY WHEELS SPONSORSHIP DEAL TO A FORMULA 1 TEAM

Singapore, January 18, 2008 – SGX Mainboard-listed YHI International Limited (“YHI” or the “Group”), an established distributor of automotive and industrial products and an original design manufacturer (ODM) of alloy wheels, kicks off its 60th anniversary celebrations and Global Branding campaign in 2008 with a special TV programme and an alloy wheels sponsorship deal to one team in the world renowned Formula 1.

YHI, which has an established heritage that dates back to 1948, has planned an extensive year-long programme of celebratory activities to mark its 60th anniversary milestone. One of the very first programmes that the Group is going to embark on is Channel NewsAsia’s brand new TV programme in 2008 “Asian Dragon Rising”, together with other 10 high-growth Asian companies.

This TV Programme, a weekly series of six 30-minute episodes, debuts on next Friday, 25 January 2008 at 9.30 pm on both Channel NewsAsia Singapore and Channel NewsAsia (International). Over 16 million audiences in 22 countries and territories across the Asia Pacific region will be able to watch. This programme aims to enhance audience understanding of those companies’ Asian operations, growth potential and business strategies going forward.

Mr. Richard Tay, Group Managing Director of YHI said: “Asian Dragon Rising attracted our attention because it is a special series that gives an excellent platform for us to raise our profile and strengthen our brand leadership in Asia and the Middle East. 2008 is the 60th year of operation for YHI Group; this programme will serve as a milestone for ushering a new era in YHI’s history as a global company with bright future. Indeed, YHI has a big dream and we plan to strive to be an Asia, even global, top enterprise.”



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Mr. Tay continues: “This year, we are going to be the first Singapore company to sponsor our premium ADVANTI wheels to one of the F1 teams and this sponsorship is on top of the other 2 global brand sponsorships through our partners - OZ and ENKEI. This is an exciting initiative for the Group to raise its profile in the multi-billion dollar global automotive accessories market.

We will continue to accelerate efforts to expand in terms of capacity and geographical presence as well. Currently the YHI extensive network can be seen in over 72 countries, operating through its 27 subsidiaries and associated companies in Asean, China, Taiwan, Hong Kong, USA, Japan, Canada, Middle East and Italy, serving more than 5,000 customers across the globe and these numbers are still growing. We are still looking for opportunities to expand, especially in Europe which is one of our main markets for alloy wheels.

By 2010, the Group will have an annual production capacity to produce 4.3 million pieces aftermarket alloy wheels. I believe with this capacity, we could be the largest aftermarket alloy wheels manufacturer in the world. Going forward, we could be in a very strong position to explore into the OEM market which is one of the fastest growing segments in the rapidly growing economies such as Russian, Indian and China.”



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ABOUT YHI INTERNATIONAL

Our Group's distribution network can be seen in over 72 countries operating through our 27 subsidiaries and associated companies located in Asean, China, Taiwan, Hong Kong, USA, Japan, Canada, Middle East and Italy. We distribute a diverse range of automotive products which includes tyres, alloy wheels and automotive batteries, as well as industrial commercial products such as industrial batteries and golf buggies to more than 5,000 customers globally.

The key tyre brands we carry are Yokohama, Nankang, Nexen, Pirelli and our own proprietary brand – Neuton. We also distribute various renowned brands of alloy wheels namely - Enkei, OZ, Konig and Advanti Racing. For commercial industrial products, we represent Hitachi, CSB, Vision and Delkor brands of industrial batteries and EZGO golf buggies. As an extension of our distribution business segment, we also launch our own retail outlets under the brandname - "Auto-Trend" in China in 2006.

As an integrated ODM solutions provider, YHI provides a range of services from design and development to manufacturing and marketing and distribution of alloy wheels for customers. We have four alloy wheels manufacturing plants located in Shanghai and Suzhou, China, Taoyuan in Taiwan and Sepang Malaysia. In addition, we have a chroming facility and a mould making facility, located in Wuxi and Shanghai, China respectively.

Release issued on behalf of YHI International Limited by
Stratagem Consultants Pte Ltd

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