**Apollo Tyres appoints new Key Account Manager
for Car Dealership division**

* ***Denis Virelli is now responsible for the Car Dealer Channel and OEM business in Germany***
* ***Virelli brings extensive motor industry experience, including B2B and B2C customer service leadership roles***

**19 August 2025:** Apollo Tyres Ltd has appointed Denis Virelli as a new Key Account Manager for its Car Dealer Channel and OEM business in Germany, effective immediately. This strategic hire underscores the company’s commitment to strengthening partnerships and accelerating growth with OEMs and car dealerships nationwide.

Virelli brings a wealth of automotive and tyre industry expertise, having previously been responsible for sales at another tyre company. The 43-year-old has also held senior roles in the car rental industry focusing on sales and quality management, and has led teams involved in trade- and consumer-focused customer service.

"As Key Account Manager, Denis will play a key role in shaping and further developing our dealership business," says Alexandra Matuko, Head of Cluster Central Europe at Apollo Tyres Ltd. "His proven track record in sales and his deep understanding of customer needs make him a valuable addition to our team."

Apollo Tyres continues to invest in its German operations, with the Car Dealership division positioned as a key growth area in its regional sales strategy.

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**About Apollo Tyres Ltd**

Apollo Tyres Ltd is an international tyre manufacturer and the leading tyre brand in India. The company has multiple manufacturing units in India and a unit each in The Netherlands and Hungary. The company markets its products under its two global brands – Apollo and Vredestein, and its products are available in over 100 countries through a vast network of branded, exclusive and multi-product outlets.