



Press Release

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*Passage* is the guiding concept behind the new  
Vredestein Quatrac Pro 2 by Italdesign

- Vredestein and Italdesign unveil the new identity of the Quatrac Pro 2, the ultra-high-performance all-season tyre that combines advanced technology with a strongly distinctive design.



Moncalieri, March 12, 2026

The new Vredestein Quatrac Pro 2 is an all-season tyre that blends high dynamic performance and safety with the versatility typical of all-weather products.

At the heart of the project lies the theme of *passage*: a dynamic concept that embodies movement, transformation, and continuity. It defines the entire visual identity, inspired by the flow and cyclical rhythm of the seasons, ultimately becoming the symbol of the product's evolution within the Ultra High Performance (UHP) segment.

*"This tyre balances advanced engineering with expressive design, reinforcing the Vredestein brand's reputation for innovation and style,"* comments Udyan Ghai, Group Head - Marketing at Apollo Tyres. *"We are proud of our long-standing partnership with Italdesign, and it is extremely rewarding to bring to market something that is genuinely unique, perfectly aligned with the tyre's all-season capabilities."*

For the Italdesign team, the project was a particularly stimulating challenge within its decade-long collaboration with Vredestein.

*"The world of tyres is highly technical and demands significant expertise,"* explains Corrado Becchio, Business Developer at Italdesign. *"The strength of our collaboration lies in pairing Vredestein's engineering excellence with our narrative and design vision – a combination that enhances the product and makes it truly distinctive to the end customer."* He continues: *"In particular, this project was a real proving ground. The appreciation Vredestein expressed to us speaks to our ability to merge technical precision with storytelling, transforming a narrative into a visually compelling product."*

Vredestein's brief called for a reference to water and its transformations across the seasons. This inspired the graphic work that defines the entire sidewall of the tyre.

Enrico Lago, Industrial Design Team Leader, explains: *"The theme of 'passage,' which we proposed and developed together with Vredestein, conveys a journey in constant motion. It became the symbol of the shift*

*between seasons and weather conditions, encapsulating the product's ability to adapt and deliver consistent performance throughout the year. The tyre's sidewall became our blank canvas - the space where we could imprint identity and character."*

*"Water is a substance in continuous motion: it evaporates, condenses, falls and returns, changing form with the seasons," adds Riccardo Matera, Industrial Designer at Italdesign. "This natural rhythm guided us. We translated these transformations into symmetrical sections that integrate the three logos – Vredestein, Quatrac Pro 2 and Italdesign – creating a dynamic interplay of solids and voids. The result is a recognizable design that aligns with the tread pattern and works across all tyre variations and range of sizes".*

Quatrac Pro 2 features a fully redesigned structure, innovative materials, and a next-generation directional thread, delivering high performance on dry, wet, and snowy surfaces.

The new tyre is engineered to be fully compatible with modern hybrid and battery electric vehicles, with low noise and rolling resistance, and a robust structure for rewarding dynamic response while managing higher vehicle weight.

Quatrac Pro 2 will be available across Europe starting summer 2026.

Press release and additional photos are available at the following link:  
<https://www.italdesign.it/en/media-center/>

#### **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.

#### **About Italdesign**

Italdesign is a global leader in car design, vehicle engineering, and product development, backed by more than 58 years of innovation. Headquartered in Moncalieri (Turin) and supported by a team of over 1,300 professionals across 10 international locations, the company provides vertically integrated, end-to-end solutions ranging from concept development to limited and ultra-limited series production, including advanced expertise in electronics, digitalization, and new mobility solutions. Alongside its consolidated history in the automotive sector, Italdesign

has developed more than 1,000 industrial and transportation design projects and today extends its capabilities to high-innovation fields such as aerospace and robotics.

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