

Welcome to the first lesson on MPT tires. What does the abbreviation MPT stand for? It stands for Multi Purpose Tires. We will now answer the following questions for you:

- What vehicles are fitted with MPT tires?
- What are the most important distribution channels?

An understanding of the market and sales is the basis for knowledge of MPT tires.

This section provides an overview of which vehicles are fitted with MPT tires. For ease of comprehension we have divided these into the following groups:

Multi-purpose vehicles

Multi-purpose vehicles are vehicles that can both **on and off of secured roadways**. These include the following vehicles for example:

- **Emergency vehicles in the energy industry, mining and motorway maintenance**
- **Municipal vehicles**
- **Firefighting and rescue service vehicles and vehicles for the Technical Emergency Relief Service**
- **Rescue service vehicles of all types**
- **Military vehicles**
- **Expedition vehicles**
- **Trucks used in agriculture and forestry**



fig. UNIMOG municipal service vehicle

The most well-known multi-purpose vehicle on the market is the **UNIMOG** from **Mercedes-Benz**.

Construction site vehicles

Construction site vehicles include **construction machines** and **working equipment**. They offer impressive efficiency, off-road mobility and a low risk of damage to the wheels:

- **All-terrain forklift trucks**
- **Telescopic forklift trucks**
- **Wheel loaders**
- **Excavator loaders**
- **Graders**

MPT tires can be used widely on construction vehicles.



fig. grader

What are the most important distribution channels? There are two key channels:

- **Original Equipment market**
- **Replacement market**

The distribution channels for MPT tires are illustrated in the following figure.

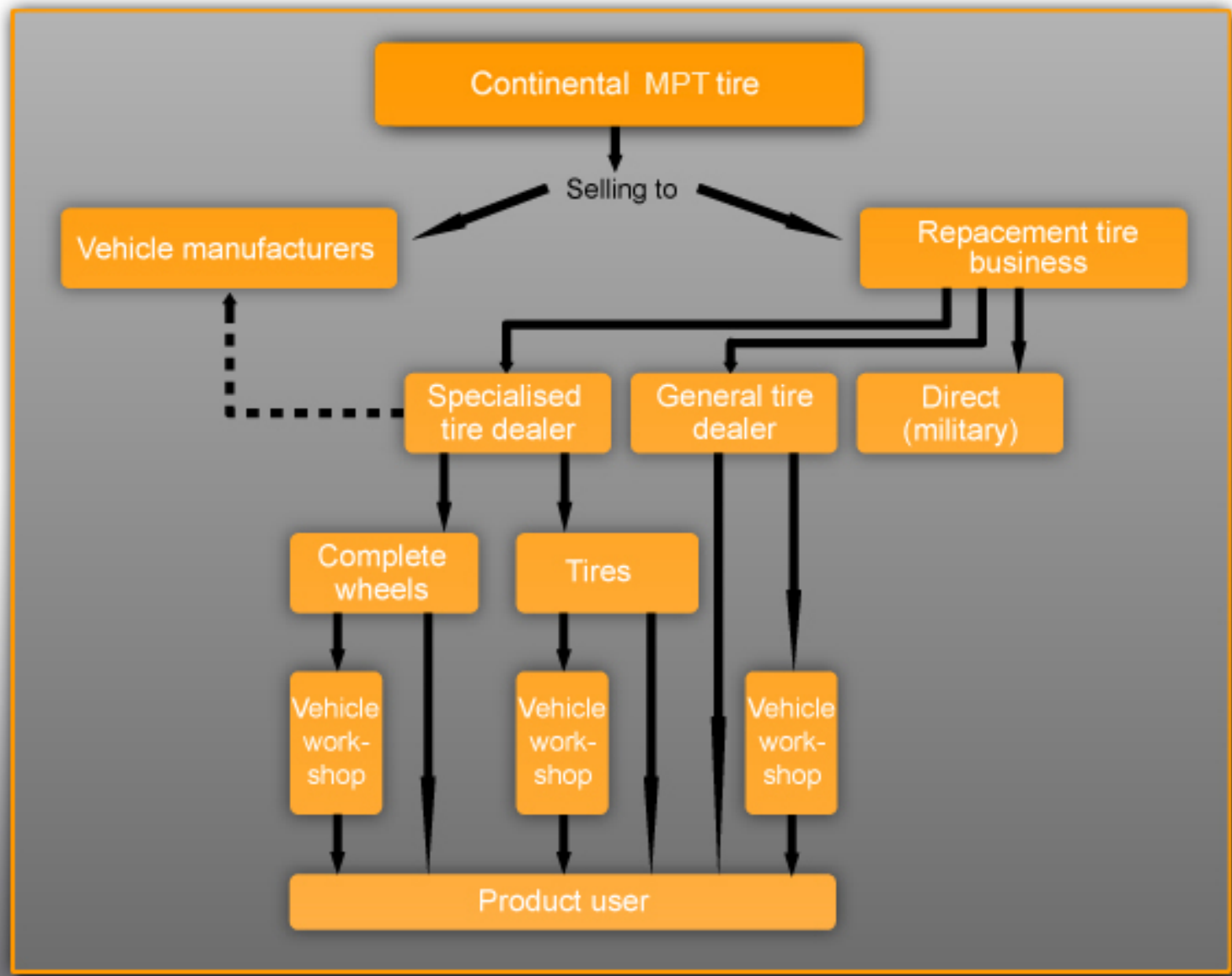


fig. distribution channels EM tires

The replacement market is also significant as approximately 80% of turnover is generated in this area.

Roughly what percent of MPT tires are sold in the replacement business?

20 %

40 %

60 %

80 %

- **Multi-purpose vehicles such as emergency vehicles, municipal vehicles, firefighting and rescue service vehicles of all types, military vehicles and expedition vehicles are typical vehicles fitted with MPT tires.**
- **Construction vehicles such as all-terrain forklift trucks, telescopic forklift trucks, wheel loaders, excavator loaders and graders are typical vehicles fitted with MPT tires.**
- **The two most important distribution channels are the original equipment market and the replacement market.**