



The Rubber Authority of Thailand, Ministry of Agriculture and Cooperatives, has unveiled Pracharath Tire under the brand "TH-TYRE, which are tires containing more natural rubber from trees, to support the increasing use of rubber in the country, in order to raise the rubber price and improve the income of rubber farmers.

The "TH-TYRE project is expected to drive rubber utilization in other products and to create quality, standardized, and inexpensive tires.

Thailand is one of the worlds top rubber exporters. In the last two years, it produced 4.47 million tons of rubber but it could use domestically only 0.6 million tons, or 13.42% of the total production. Most of the rubber is used in the Thai automobile industry, amounting to 0.34 million tons, or 56.48% of the rubber consumed here.

As Thailand's automobile industry is continuing to grow in 2017, because of the policy of eco-car exportation to the ASEAN region, RAOT is joining hands with Deestone Co.,Ltd., launching TH-TYRE to encourage the use of rubber in the industry.

Normally, a tire is made with only 10% natural rubber, but the TH-TYRE will use 45% natural rubber. Phacharath Tire's products include motorcycle tires and automobile tires for taxis, vans, and pickup trucks. The TH-TYRE is more durable and costs 20-30% less than other brands. By using more rubber in the automobile industry, it is expected to increase the national income. The TH-TYRE will be on sale starting from April 2017 onwards.