

Built on Legacy. Engineered for Performance.

The Sobati family has been active in the global tyre industry for over 70 years, spanning three generations. Miller Tyres was established in Dubai in 2004 as the flagship brand of Sobati Tyres Limited, drawing on decades of manufacturing relationships, technical expertise and deep market knowledge across the Middle East, Europe and beyond.

COMPANY MILESTONES

1946	<p>Sobati Family Legacy Begins</p> <p>Sobati Tyres Limited founded. The family establishes itself in tyre distribution and manufacturing across the Middle East, building relationships with the world's leading tyre manufacturers including Bridgestone, Michelin and Continental.</p>
1975	<p>Honoured Guests at Bridgestone</p> <p>The Sobati family visits the Bridgestone factory in Tokyo as honoured guests — a testament to the family's standing in the global tyre industry across three generations.</p>
2004	<p>Miller Tyres Founded in Dubai</p> <p>Launch of Miller Tyres in Dubai, establishing in-house design capability and global manufacturing partnerships. The brand is built on the principle of European-engineered quality at competitive price points.</p>
2008	<p>OTR and Agricultural Expansion</p> <p>Expansion into Off-The-Road and agricultural tyres across the Middle East and Africa, adding loaders, dozers, mining trucks and construction equipment to the product range.</p>
2012	<p>Miller Europe S.A. — Luxembourg</p> <p>Formation of Miller Europe S.A. in Luxembourg to serve the EU market with certified quality standards. ECE compliance and DOT certification secured, opening access to regulated European and North American markets.</p>
2014– 2016	<p>PCR and SUV Range Launch</p> <p>Introduction of the full Passenger Car Radial and SUV range, extending market reach into Europe, Asia and the Americas. The range covers 13 to 24 inch with full UTQG ratings and performance certifications.</p>
2017– 2018	<p>International Trade Show Recognition</p> <p>Miller Tyres achieves recognition at international trade shows. The brand is now sold in over 20 countries across five continents, with established distribution networks in the Middle East, Africa and Europe.</p>

2020	<p>OTR Radial and Industrial Series</p> <p>Launch of the OTR Radial and Industrial series, strengthening global positioning in mining, port handling and heavy construction. Sizes extend to 40.00R57 for the largest rigid dump trucks and mining equipment.</p>
2023	<p>Miller Invest Group Integration</p> <p>Integration of Miller Tyres under the broader Miller Invest Group, aligning the heritage brand with a wider vision for sustainable mobility and investments. The group operates from Dubai and Luxembourg.</p>
2025	<p>Trusted in 32 Countries Worldwide</p> <p>Miller Tyres is active in 32 countries across the Middle East, Africa, Europe, Asia and the Americas. The direct fleet supply model serves transport operators, bus companies, mining firms and OEM manufacturers with a consistent quality promise and personal supplier relationship.</p>

INTERNATIONAL CERTIFICATIONS

DOT	ECE / E4	GULF STANDARD	ISO 9001	QS 9000	CCC	JIS	INMETRO
------------	-----------------	--------------------------	-----------------	----------------	------------	------------	----------------

GLOBAL PRESENCE — TRUSTED IN 32 COUNTRIES	<p>sales@millertyres.com www.millertyres.com +971 55 472 5805</p>
--	---