



致力于非公路轮胎的
研发与制造

走进中威

APPROACHING ZHONGWEI

家

威海中威橡胶有限公司

WEIHAI ZHONGWEI RUBBER CO.,LTD



致力于非公路轮胎的
研发与制造

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COMPANY Profile 公司简介 >>

威海中威橡胶有限公司 (原山东威海橡胶厂) 始建于 1927 年, 现位于威海市高新技术产业开发区内, 厂区占地面积 15.7 万平方米, 拥有员工 600 余人, 系国内主要非公路轮胎生产厂家之一。

公司致力于非公路轮胎的研发与制造, 是一家集轮胎设计、研发、生产、销售为一体的国家高新技术企业与省级创新型中小企业, 建有省级企业技术开发中心、省级工业设计中心和市级工程实验室, 取得了三十七项发明、实用新型及外观等国家专利, 完成了二十六项山东省技术创新项目, 目前公司非公路轮胎产品品种达到 1000 多个。港口工业轮胎在天津、广州、深圳、厦门、青岛、福州等各大港口的使用效果显著, 市场占有率逐年提高, 已为上海振华重工、三一重工配套。出口产品覆盖美国、加拿大、韩国、欧洲、中东、东南亚、南美、南非等多个国家和地区, 工业轮胎系列我们依托与美国 SUPER GRIP 公司的战略合作伙伴关系, 多年来一直为世界知名机械制造商 Iohn Deere 公司、美国机械制造商 Taylor 公司、加拿大建筑机械制造商 Skylack 公司、世界顶级高空作业平台制造商 Genie 公司等配套。

公司先后通过了 ISO9001:2015 质量管理体系认证、国家强制性产品认证 (CCC)、ISO14001:2015 环境管理体系认证、ISO45001:2018 职业健康安全管理体系认证。出口产品通过了美国交通部质量安全认证 (DOT)、海湾国家认证 (GCC) 和菲律宾 PS 认证。

今后, 我们将继续坚定不移的贯彻公司发展战略, 坚持走差异化与专业化之路, 以转型升级打造发展基础, 以创新发展应对危机与挑战, 打造成为中国专业的非公路轮胎制造商与服务商。

WEIHAI ZHONGWEI RUBBER CO.,LTD WAS ESTABLISHED IN 1927, WHICH IS ONE OF THE EARLIEST RUBBER PROCESS FACTORIES IN CHINA.

FOR THE PAST 40 YEARS, THE COMPANY HAS ALWAYS BEEN DEDICATING TO DEVELOP AND RESEARCH SPECIAL TYRES USED IN THE FIELD OF INDUSTRY, CONSTRUCTION, PORT, MINING AND SO ON. AT PRESENT, THE COMPANY HAS A FULL RANGE OF PRODUCTION LINE WITH MORE THAN 1000 SPECIFICATIONS. IN RECENT YEARS, THE PRODUCTS HAVE A HIGH REPUTATION IN WORLD MARKET WITH ITS MANY ADVANTAGES LIKE HIGH PROPERTY ON WEAR-RESISTING, PUNCTURE RESISTANCE, HIGH TEMPERATURE RESISTANCE, HEAVY LOADING ABILITY AND LONG DISTANCE SERVICE WHILE USING IN MINING, PORT, CONSTRUCTION SITE. ESPECIALLY THE PORT USE TYRES HAVE BEEN CHOSED AS THE HIGH PERFORMANCE-PRICE RATIO TYRE BOTH IN MANY DOMESTIC AND OVERSEA MAJOR PORTS. MOREOVER, SOME INDUSTRIAL TYRES HAVE BEEN SERVICING TO SEVERAL WORLD TOP FAMOUS MERCHINARY MANUFACTURERS AS OEM FOR MANY YEARS.

THE COMPANY HAS A COMPLETE OF QUALITY MANAGEMENT SYSTEM WITH THE MOST ADVANCED TEST AND INSPECTION EQUIPMENTS. THE COMPANY' S QUALITY POLICY IS TO MEET THE CUSTOMER' S REQUIRMENT AND EXCEED THE CUSTOMER EXPECTATION. THE COMPANY HAS ACQUIRED ISO9001:2015 CERTIFICATE OF CONFIRMITY OF PRODUCTS QUALITY AND THE CHINA COMPULSORY EXAMINATION CERTIFICATE OF CONFORMITY(CCC). THE TYRE HAS BEEN APPROVED BY THE USA FEDERAL HIGHWAY TRAFFIC SAFTY ADMINISTRATION AND ASSIGNED DOT CODE 260.

IN THE LIGHT OF THE COMPANY MANAGEMENT PHILOSOPHY "BE RESPONSIBLE TO PRODUCTS, BE RESPONSIBLE TO CUSTOMERS, BE RESPONSIBLE TO THE WORLD", THE COMPANY WILL PERSEVERE IN PROVIDING HIGH QUALITY PRODUCTS AND SERVICE TO CUSTOMERS FROM ALL OVER THE WORLD.



Historical Evolution 历史沿革 >>

始建于1927年的威海中威橡胶有限公司承载着历史的厚重，既创造了辉煌发展的历程，也见证了威海工业发展的沧桑巨变。近百年前，几位工商业者有志之士创办起威海最早的工业企业——中威胶皮工厂，从此一代又一代的中威人辛勤劳作、艰苦奋斗、锐意进取、创新发展。把一个资产不足4万元，工人只有100多人的小厂发展成为现在集科、工、贸于一体的现代化橡胶工业企业。

WEIHAI ZHONGWEI RUBBER CO.,LTD, ESTABLISHED IN 1927, NOT ONLY EXPERIENCED ITS OWN GLORIOUS DEVELOPMENT, BUT ALSO WITNESSED THE INDUSTRIAL REVOLUTION IN WEIHAI CITY. 100 YEARS AGO, SEVERAL AMBITIOUS BUSINESSMEN ESTABLISHED THE EARLIEST WEIHAI RUBBER FACTORY, SINCE THEN, GENERATIONS OF WORKERS HAVE MADE UNREMITTING EFFORTS WITH EXPLORATION AND INNOVATION, CONSEQUENTLY, THE SMALL SCALE FACTORY HAS BECOME A MODERN LARGE ENTERPRISE INTEGRATING SCIENCE, TECHNOLOGY, TRADE.





Enterprise brand and Products

企业品牌与产品

公司主导品牌“ZOWIN”、“HAULMAX”、“SOLIDTRAC”、“中威”。

公司致力于非公路轮胎的研发与制造,始终奉行“以质量求生存,以创新求发展”的经营理念,努力开发高品质、高附加值产品,走产品差异化战略,加快新产品研发步伐。主导产品涵盖港口工业轮胎、工程机械轮胎、矿用轮胎、矿坑轮胎、工业轮胎、高空作业车轮胎等专业性和定制性产品系列,品种达到 1000 多个,已成为国内非公路用轮胎规格最为齐全的厂家之一;产品主要应用于工程工业机械主机厂配套、基建工程、矿山、港口、建筑工地车辆的替换等广泛领域,能够满足国内外非公路轮胎领域各类客户的需求,成为国内外机械厂商、港口物流业、矿山开采业、工业企业的优秀整体服务商。

SELF-OWNED BRAND—— ZOWIN、HAULMAX、SOLIDTRAC.

THE COMPANY HAS ALWAYS BEEN DEDICATING TO DEVELOP AND RESEARCH SPECIAL TYRES, IMPLEMENTED THE CONCEPT OF QUALITY AND INNOVATION AS THE MOTIVATION, STRIVE TO DEVELOP HIGH QUALITY AND VALUE-ADDED PRODUCTS, TAKE PRODUCT DIFFERENTIATION STRATEGY, ACCELERATE THE PACE OF NEW PRODUCT RESEARCH. PRODUCT CATEGORIES INCLUDE PORT USE TIRES,EARTHMOVING, MINING HEAVY DUTY TRUCK, UNDERGROUND, EXCAVATOR TIRES AND SO ON.....WITH MORE THAN 1000 VARIETIES, THE COMPANY HAS BECOME ONE OF THE BEST MANUFACTURERS WITH THE MOST COMPLETE SPECIFICATIONS FOR OFF-HIGHWAY TYRES IN CHINA. MAINLY USED IN A WIDE RANGE OF FIELDS SUCH AS INFRASTRUCTURE PROJECTS, MINES, PORTS, ETC. IT CAN MEET THE NEEDS OF ALL KINDS OF CUSTOMERS, HAS ALWAYS BEEN AN ALL-ROUND SERVICE PROVIDER.

ZOWIN®

HAULMAX®



SOLIDTRAC®

中威®

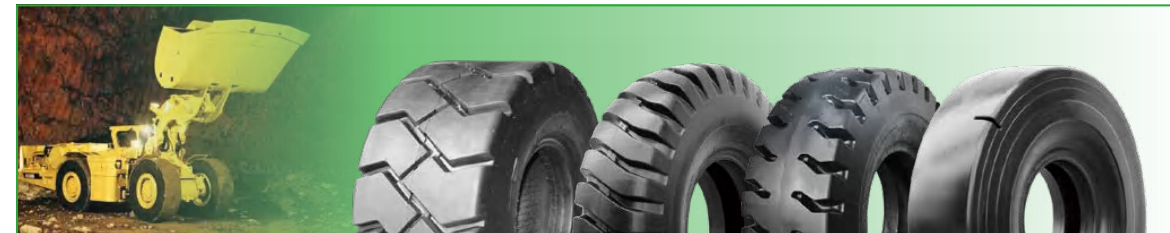
港口工业轮胎 PORT USE TIRES



适用于大吨位叉车、堆垛机、正面吊、龙门吊等港口设备,胎体坚固,胎圈进行了特别处理,支撑能力加强,生热低,胎面采用宽行驶面、块状加深花纹,具有优异的抓着力,刹车性能及重载下的稳定性及操作安全性更强。胎面采用高耐磨配方,磨损性能好,轮胎寿命更长。气密性好,减少补气次数,胎体采用低生热、粘合性能好的材料,大大降低轮胎脱层几率,可实行多次翻新,降低轮胎使用成本。

SUITABLE FOR LARGE TONNAGE FORKLIFT, STACKER,SOME CRANE AND OTHER PORT EQUIPMENT. PROPRIETARY OUTLINE DESIGN, POWERFUL VISUAL IMPACT,ENHANCED TIRE BODY AND SPECIAL DESIGN ON BEAR,PROPRIETARY PATTERN DESIGN, LOW TREAD CONTACT PRESSURE DISTRIBUTION, NEW TREAD COMPOUND DESIGN, AND BEST WEARING RESISTANCE, GREAT PERFORMANCE IN AIRTIGHTNESS AND LONGEVITY, REGROOVABLE REPEATEDLY, LOWER COSTS.

矿坑机械轮胎 UNDERGROUND MINING TIRES



适用于使用条件极度苛刻的井巷、隧道等多岩石条件下作业,超强胎体、加厚胎面、高强度、高硬度专用胎面配方,使轮胎具有良好的耐切割、抗刺穿能力和耐磨性;特殊的行驶面和花纹设计,轮胎行驶稳定,具有良好的通过性能。

SUITABLE FOR THE USE OF EXTREMELY HARSH CONDITIONS OF PIT, TUNNELS, ETC. SPECIAL HIGH HARDNESS MINING COMPOUND AND GOOD PROPERTY ON WEARING, TEAR, AND PUNCTURE RESISTANCE. ENHANCED TIRE BODY,REINFORCED SIDEWALL, AND HIGHER HEAVY LOAD CAPACITY.



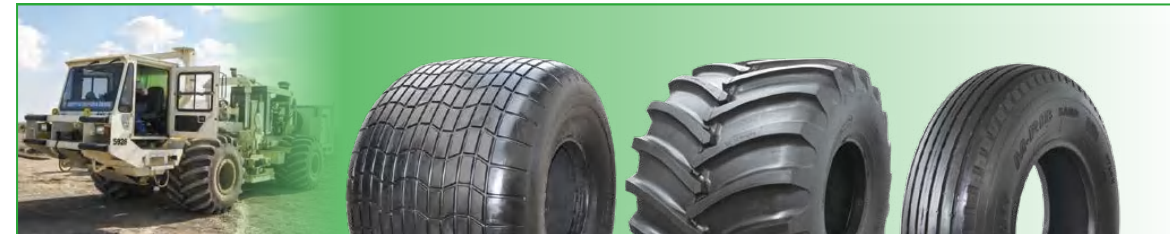
矿用载重轮胎 MINING HEAVY DUTY TRUCK TIRES



专为非公路用自卸车车辆设计，胎体坚固，抗爆，耐刺扎，具有超强的负荷能力；特殊胎面耐磨配方和低生热配方设计，具有优异的耐切割性能和耐磨性能。独特的深花纹设计和宽行驶面设计，爬坡不打滑，通过性能优异。

DESIGNED FOR OFF-HIGHWAY DUMP TRUCK. STRONGER TIRE BODY, BURST AND PUNCTURE RESISTANCE, EXTRA LOAD CAPACITY, SPECIAL COMPOUND DESIGN, HIGH ANTI-WEARING AND LOWER HEAT GENERATION. UNIQUE EXTRA DEEP TREAD PATTERN, GREAT GRIP CAPACITY AND GOOD TRAFFICABILITY.

沙漠轮胎 DESERT TIRES



该轮胎具有良好的行驶性能，适用于沙漠和戈壁的震源车等设备上使用；独特的块状花纹设计，具有良好的导热和散热性能；特殊的宽胎面保证了良好的行驶稳定性；高浮力设计，接地面积增大，接地压力减小，充气压力低，不下陷。

GREAT DRIVING PERFORMANCE IN DESERT, UNIQUE PATTERN WITH EXCELLENT HEAT CONDUCTION AND DISSIPATION, BUOYANCY DESIGN, MORE TOUCHING TO DESERT, LOW PRESSURE AND NO SINK.

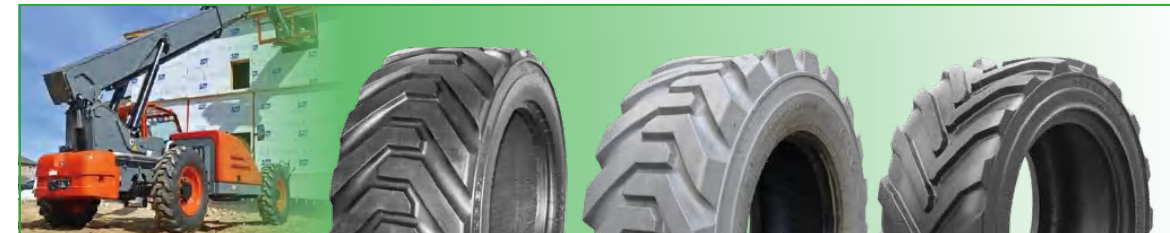
工程机械轮胎 EARTHMOVING TIRES



适用于各类工程机械车辆，行驶面宽，花纹深，具有良好的牵引性能、耐磨和耐切割性能，使用寿命更长，胎体坚固，变形小，可多次翻新。

SUITABLE FOR ALL KINDS OF CONSTRUCTION MACHINERY VEHICLES, LARGER TREAD WIDTH AND DEEPER GROOVE CONTRIBUTE TO A GOOD TRACTIVE ABILITY, WEARING AND CUTTING RESISTANCE, ENHANCED TIRE BODY, SMALL DEFORMATION AND LONG SERVICE LIFE, REGROOVABLE REPEATEDLY.

高空作业车轮胎 BOOM LIFT TIRES



适用于建筑、市政园林、通信等处使用的高空作业车辆。加强的胎体及加厚的胎侧使轮胎具有较高的安全性及行驶稳定性；定向性花纹设计使轮胎具有优异的抓着性能和通过性能。

SUITABLE FOR TELEHANDLER AND BACKHOE LOADER. INCREASED TIRE LIFE - ENVIRONMENTALLY FRIENDLY. PROTECTIVE SHOULDER RIB AND LOW PROFILE VERTICAL SIDEWALL REDUCING SIDEWALL DAMAGE. NON-DIRECTIONAL TREAD PATTERN REDUCING INVENTORY CARRYING COSTS. NEW TREAD DESIGN REDUCING GROUND COMPACTION AND SURFACE PRESSURE ON HARD SURFACES.



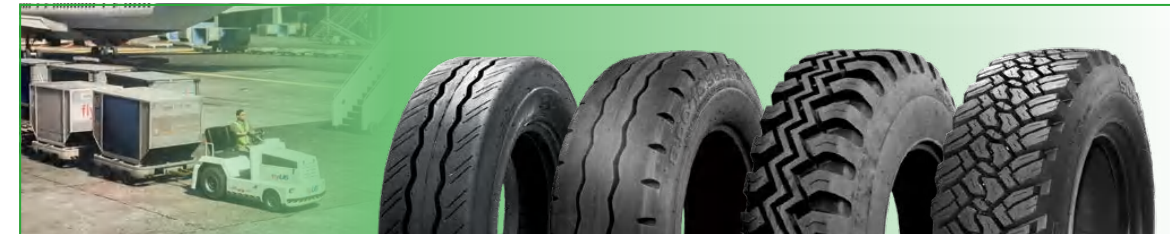
滑移装载机轮胎 SKID STEER AND BACKHOE LOADER TIRES



适合于特殊使用条件的车辆，具有优异的路面抓着性能、抗滑性能和耐磨性能。花纹设计独特，不易夹带泥沙和石子，具有良好的自洁性，通过性能优异。

SUITABLE FOR SPECIAL USE VEHICLES, GREAT GRIP CAPACITY, SLIDING AND SUPER WEARING RESISTANCE. EXTRA STRONG TIRE BODY CONTRIBUTES TO GOOD PERFORMANCE ON CUTTING RESISTANCE AND LONG LIFE SERVICE, GREAT SELF-CLEANING.

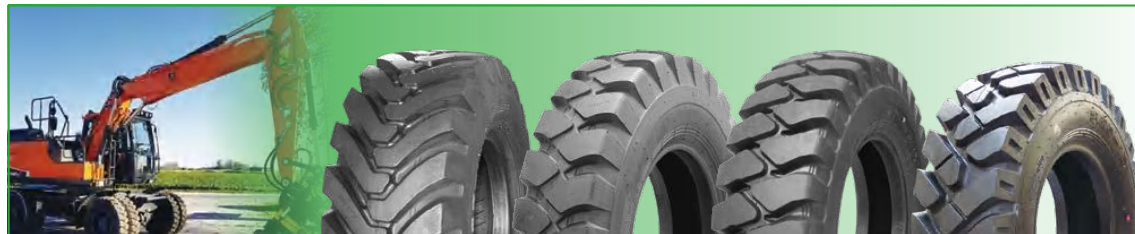
机场地勤设备轮胎 GROUND SUPPORT EQUIPMENT TIRES



适用于各类机场地勤设备，全面多样的斜交胎层级，搭配浅巨齿花纹，使抓地力更强，轮胎寿命更长。

SUITABLE FOR GROUND SUPPORT EQUIPMENT(GSE) IN AIRPORT. GOOD ALL-ROUND BIAS-PLY TIRE WITH A SHALLOW SAW-TOOTH RIBBED TREAD PATTERN FOR GRIP AND LONGER TREAD-LIFE.

挖掘机轮胎 EXCAVATOR TIRES



适用于挖掘机在各类环境中作业，宽花纹提供了良好的浮动性和驾驶性，坚固的外壳保证了即使在重型作业中也可提供非凡的冲击力，在胎面花纹处使用特殊的材料，从而具有抗划伤性，强悍的牵引力和一定的自洁性。

SUITABLE FOR EXCAVATORS IN VARIOUS ROAD WORK. WIDETREAD PATTERN PROVIDING GOOD FLOATING AND EXCELLENT DRIVING PROPERTIES. THE STRONG CASING PROVIDING EXTRAORDINARY RESISTANCE TO IMPACTS AND SHOCKS EVEN IN HEAVY-DUTY OPERATIONS. SPECIAL READ COMPOUND PRODUCING PARTICULAR RESISTANCE TO CUTS AND SNAGS,STRONG TRACTION AND GOOD SELF-CLEANING.

工业叉车轮胎 FORKLIFT TIRES



专为叉车设计，胎体特别加强，负荷大，行驶面宽，行驶平稳，抓着力强。特殊的配方设计使轮胎具有良好的抗切割及耐磨性能。

SPECIALLY DESIGNED FOR FORK TRUCK, SPECIAL ENHANCED TIRE BODY AND EXTRA LOAD CAPACITY, EXTRA TREAD WIDTH, GOOD DRIVING STABILITY AND HIGH GRIP ABILITY, SPECIAL COMPOUND, BEST PROPERTY ON TEAR AND WEARING RESISTANCE.



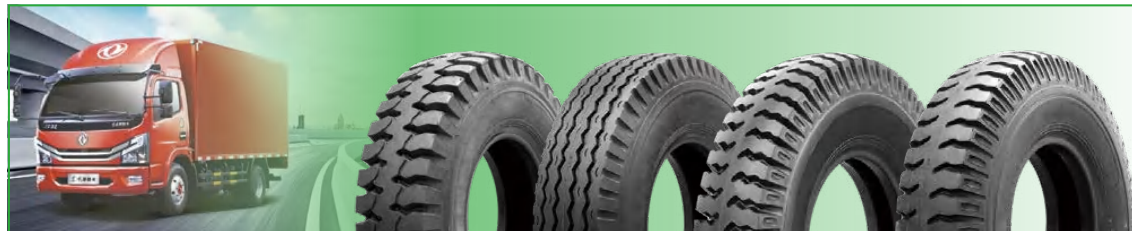
工业实心轮胎 SOLID TIRES



工业实心轮胎现有模压式实心轮胎和充气轮胎
轮辋式实心轮胎，适用于叉车、拖车、高空作业车
等各类工业车辆。轮胎负荷大，变形小，行驶平稳；
生热低，滚动阻力小，使用寿命长；多种颜色可选，
满足用户个性化需求。

WIDELY USED IN FORKLIFT TRUCKS, TRAILERS,
AND OTHER INDUSTRIAL VEHICLES.INCLUDING
MOLDED-ON SOLID NON-MARKING TIRES(SUITABLE
FOR STRICT ENVIRONMENTAL REQUIREMENTS),
AND RESILIENT TIRES.EXCELLENT TEAR AND
WEARING RESISTANCE.WHITE, GRAY , BLACK COULD
BE SUPPLIED.

载重轮胎 LIGHT & HEAVY DUTY TRUCK TIRES



适用于铺装及非铺装以及混合路面，保障车
辆在复杂路况条件下正常使用。多种花纹类型可
满足各轮位不同的使用需求；加深的花纹设计，
使轮胎具有更长的使用寿命。

SUITABLE FOR DRIVING ON HIGHWAY AND
GENERALLY PAVED ROAD. THE UNIQUE PATTERN
DESIGN AND FORMULA, HIGH QUALITY RAW
MATERIAL SUPPORT.LUG AND RIB PATTERN ARE
VERY POPULAR.

Equipment and Production process

设备与生产流程 >>

公司基于非公路轮胎生产的特殊性，始终奉行“创新发展，精益管理”的理念，坚持生产
装备智能化改造与自主化装备协同发力，在不断引进国内外先进生产设备的基础上，凭借多年来
在非公路轮胎生产实际应用中获得的专业积累与丰富经验，自主设计与制造了国内集首创性、智
能化和专业化于一体的非公路轮胎生产线；坚持以全流程精益管理为主线，通过创新发展和精益
化管理，培植核心竞争力，在设备、工艺、技术、管理等方面确立了自己的竞争优势。

BASED ON THE PARTICULARITY OF OFF-ROAD TIRES, WEIHAI ZHONGWEI RUBBER CO., LTD ALWAYS EMP
HASIZES THE INNOVATION AND ELITE MANAGEMENT, PURSUES THE AUTONOMY AND INTELLIGENCE OF PRO
DUCTION EQUIPMENT. ON THE ONE HAND, WE INTRODUCED THE ADVANCED EQUIPMENT AT HOME AND ABR
OAD, ON THE OTHER HAND, WE ACCUMULATED LOTS OF PROFESSIONAL KNOWLEDGE AND EXPERIENCE IN M
ANY YEARS OF PRACTICAL PRODUCTION, CONSEQUENTLY, A COMPLETE PRODUCTION LINE INTEGRATING CR
EATION, INTELLIGENCE, SPECIALIZATION HAS BEEN CREATED BY OUR OWN. TAKING THE SPECIALIZED MANA
GEMENT AS THE POINT, CULTIVATING THE CORE COMPETITIVENESS, WE ESTABLISHED THE ADVANTAGES IN T
ECHNOLOGY, EQUIPMENT, MANAGEMENT FINALLY.

炼胶与挤出工序

公司拥有高速大容量的 GK270 密炼机、大张力四辊压延机、胎面复合挤出
生产线、双工位全自动钢丝圈缠绕线。

THE COMPANY HAS GK270 DENSE MIXER, LARGE TENSION ROLL CALENDAR,
COMPLETE PRODUCTION LINE, DOUBLE AUTOMATIC WIRE WINDING MACHINE.

轮胎成型工序

公司拥有国内先进的三角胶热贴生产线、冷喂料橡胶挤出机、全自动工程
胎胎面缠绕机、胶囊反包成型机等设备。

THE COMPANY HAS DOMESTIC ADVANCED TRIANGLE PRODUCING LINE, AUTOMATIC
ENGINEERING, CAPSULE REVERSE PACKAGING MACHINE.

轮胎硫化工序

公司拥有先进的双模定型硫化机，最大限度的提升了轮胎的产品质量。

THE COMPANY HAS ADVANCED DOUBLE-MOULD VULCANIZING MACHINE, ENSURE
THE MOST EFFICIENT PRODUCTION EFFICIENCY.



Business Management 企业管理 >>

公司坚持创新引领未来的理念，始终致力于高端非公路轮胎的研发与制造，并以国内外先进企业为向导，积极转变管理理念，建立健全现代化企业管理制度，企业管理水平得以全面性的提高。

公司持续加大科技创新、工艺创新力度，构建了以省级企业技术开发中心、省级工业设计中心、市级工程实验室和市级劳模创新工作室为主体的多层次创新平台体系，取得了40多项发明、实用新型及外观等国家专利，先后完成了宽断面重型平板运输车特种轮胎、高性能井下矿用防爆无轨胶轮车特种轮胎、高性能宽体矿用自卸车轮胎等三十多项山东省创新项目，获批2018山东半岛（威海）国家自主创新示范区建设发展项目（关键技术研发），并连续多年被高新区评为科技创新先进单位。

公司先后通过了ISO9001-2015质量管理体系认证、国家强制性产品认证（CCC）、ISO14001-2015环境管理体系认证、ISO45001:2018职业健康安全管理体系认证。出口产品通过了美国交通部质量安全认证（DOT）、海湾国家认证（GCC）、印尼SNI认证菲律宾PS认证，参与了山东省橡胶协会组织的《山东省绿色轮胎标准》的制定；ZOWIN牌非公路轮胎被评为山东省优质品牌（目前为省内首家获评品牌），同时获评“威海老字号”和威海市重点培育的国际自主品牌。

IN RECENT YEARS, THE COMPANY HOLD THE IDEA OF “INNOVATION LEADS THE FUTURE”, ALWAYS CONTRIBUTES TO THE HIGH-END OFF-ROAD TYRES, LEARN MODESTLY FROM DOMESTIC AND FOREIGN ENTERPRISES TO ESTABLISH THE MODERN MANAGEMENT SYSTEM.

THE COMPANY CONTINUES TO ACCELERATE THE PACE OF INNOVATION, WON MANY PROVINCIAL AWARDS AND 40 PATENTS, HAS BEEN SELECTED AS ONE OF THE MOST EXCELLENT SCIENTIFIC INNOVATION ENTERPRISES IN SUCCESSION.

THE COMPANY HAS PASSED A SERIES OF CERTIFICATIONS, SUCH AS ISO9001, ISO14001, CCC, DOT, GCC, SNI AND SO ON, NOW OUR OWN BRAND HAS BECOME WEIHAI CITY’ S KEY CULTIVATION OBJECT.

为了实现可持续发展，公司建立了完善的设计、试验与检测机构，拥有轮胎耐久试验机、电子拉力试验机、自动门尼粘度计等轮胎、胶料及原材料试验检测仪器，具备完整的轮胎原材料及配方体系设计、产品研发、检测的整套技术与能力。

公司整套生产流程具有高度的精益化，实现了产品从工艺设计到生产的全过程全方位精益化管理与控制，有效保证了每一个中威产品的性能与品质。

先进的生产设备与精益化的管理为公司扩大市场份额、保持中威非公路轮胎的高品质奠定了坚实的基础，为威海中威橡胶有限公司走向世界提供了可靠的保障。

IN ORDER TO ACHIEVE SUSTAINABLE DEVELOPMENT, WE BUILT THE COMPLETE EXPERIMENT AND INSPECTION ORGANIZATION WITH ALL SORTS OF EQUIPMENT. NOW, WE HAVE A COMPLETE SET OF CAPABILITIES FROM RAW MATERIAL, COMPOUND SELECTION TO PRODUCTION DESIGN AND INSPECTION.

THE COMPANY’ S PRODUCTION LINE IS ORDERLY, WE STRICTLY CONTROL AND MANAGE EVERY PART, ONLY TO ENSURE EVERY TIRE’ S QUALITY AND PERFORMANCE.

ADVANCED PRODUCTION EQUIPMENT AND ELITE MANAGEMENT NOT ONLY BUILT THE SOLID FOUNDATION ON MARKET EXPANDING AND DREAM OF HIGH-QUALITY TIRES, BUT ALSO OFFERED THE MOTIVATION FOR US TO STEP ON THE WORLD STAGE.





荣誉证书

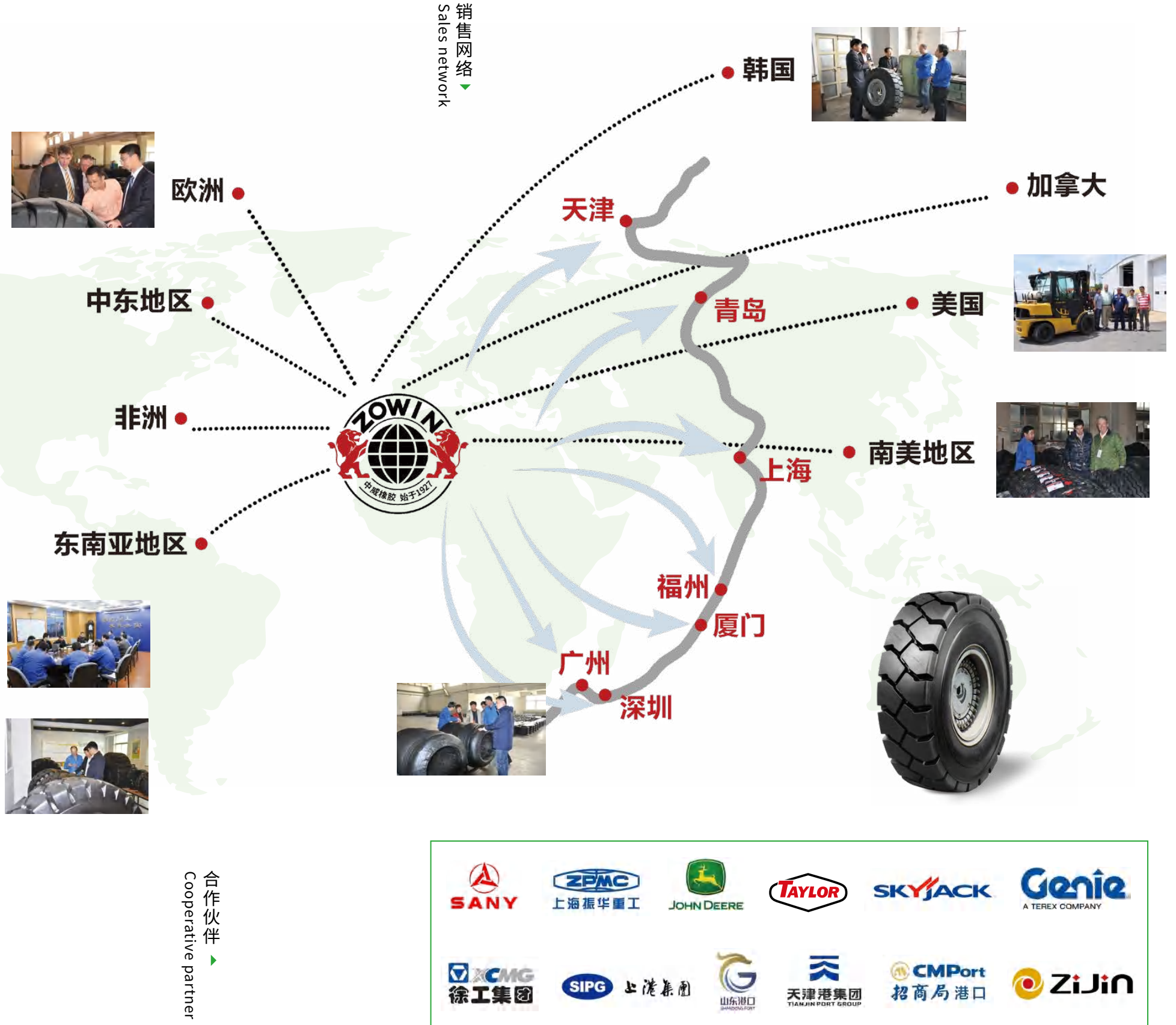




Market Development 市场开发 >>

面对竞争日益激烈的轮胎市场，公司董事会积极调整企业的经营战略和营销方式，提出以产品差异化提高竞争力，依靠突出的产品特性和优秀稳定的质量，通过营销团队的努力开拓，建立了国内销售与国际贸易两位一体的互补性销售市场结构。在海外市场逐步形成了以美国、东南亚、韩国为主力，俄罗斯、智利、墨西哥、中东、南非等新兴市场为潜力市场的市场格局，与世界知名机械制造商 John Deere 公司、美国机械制造商 Taylor 公司、加拿大建筑机械制造商 SkyJack 公司、世界顶级高空作业平台制造商 Genie 公司等均建立业务合作关系；国内市场以工程工业特种轮胎为发展方向，积极加强高品质专业性需求市场的培育，与三一重工、振华港机、中鸿重机、徐工、德瑞矿机等国内知名厂商建立了配套关系，与天津、广州、深圳、厦门、青岛、福州等国内大港建立了合作关系，得到主机厂及国内外客户的广泛认可。

FACING THE INCREASINGLY FIERCE MARKET COMPETITION, WE POSITIVELY ADJUST THE SALES STRATEGY, FIRMLY FOLLOW THE ROUTE OF PRODUCT DIFFERENTIATION, BY THE STEADY QUALITY AND COMPLEMENTARY EFFORT OF SALES GROUP, NOW NEW COMPLETE MARKET STRUCTURE HAS BEEN ESTABLISHED , REGARDING AMERICA, SOUTHEAST OF ASIA AND KOREA AS THE KEY OBJECTS, RUSSIA, MEXICO, CHILE, SA, MIDDLE EAST AS THE POTENTIAL MARKET. WE ALSO COOPERATE WITH SOME FAMOUS TIRE ENTERPRISE, LIKE JOSHN DEERE, TAYLOR, SKYJACK, GENIE. IN DOMESTIC MARKET, WE' RE DEDICATING TO THE SPECIAL ENGINEERING AND INDUSTRIAL TIRES, BUILD THE COOPERATION WITH SOME DOMESTIC BIG PORT AND ENTERPRISE, PRODUCTION ARE WIDELY APPROVED AT HOME AND ABROAD.





Corporate
Culture
企业文化 >>

敬业 创新



企业愿景：致力于成为中国最专业的非公路轮胎制造商和服务商
Corporate vision: to be the most professional off-road tire manufacturer and service provider in China

企业价值观：诚实守信、敬业进取、创新改善、以人为本、共享共赢
Enterprise values: honesty, dedication, innovation, people-oriented, sharing and win-win

企业精神：团结向上、求真务实
Enterprise spirit: united, pragmatic

企业融合理念：一家人、一个梦、一条心、一起拼、一定赢
Enterprise integration concept: a big family, same dream, same goal, work together to win

企业经营理念：对产品负责、对客户负责、对社会负责
Business philosophy: responsible for products, customers and society

企业营销理念：客户至上、专业专注、共创共享
Enterprise marketing philosophy: customer first, professional focus, co-creation and sharing

企业人才理念：纳四海英才 建五洲伟业
Enterprise talent concept: attract talents from all over the world to achieve a great cause and achievement

企业环保理念：绿色中威、低碳发展
Enterprise environmental protection concept: green Zhongwei, low carbon development

企业安全理念：安全第一 生命至上
Enterprise safety philosophy: safety first, life supreme



Party-mass Construction

党群建设 >>

威海工业企业第一个党支部

1946 年春，中威工厂由东海军分区后勤处接管，成立了中威橡胶厂股份有限公司，并调来六名党员干部成立了中威橡胶厂党支部，这也是威海市工业企业最早的党支部。

1950 年春，随着我厂转为国营企业后，党组织正式公开，党组织开始对工厂实行正面领导。

1969 年，由于党员数量的不断增加，公司党组织升格为党委。目前，公司党委下设 4 个党支部，共计党员 60 多人。

近年来，公司党委以习近平新时代中国特色社会主义思想为指导，全面抓好党的政治建设、组织建设和队伍建设，专注打造“党建引领、红色中威”党建品牌，以“党建带群建、群建壮党建”，通过党组织和群团组织共建，汇聚合力，促进党建工作与生产经营深度融合，多次被上级党委评为先进基层党组织。

威海最早的企业基层工会之一

1946 年，在党的领导下公司工会成立，是威海最早的企业基层工会之一。

目前，公司工会下设 5 个分会，会员总数达到 426 人，积极开展送温暖、送清凉、送祝福、困难职工救助等爱心系列活动，提高职工幸福指数，维护企业和谐稳定，多次被威海市总工会评为劳动关系和谐企业。

威海最早的工业企业团组织之一

公司团组织初建于 1948 年，是威海市最早的工业企业团组织之一。1970 年，随着团员数量的持续发展，公司团组织升格为团委。

目前，公司团委下设 5 个团支部，共有团员 50 多人，公司广大团员青年在团委的带领下，大力开展“最美工匠”评选、青年技术创新、青年志愿服务等主题活动，激发职工创新活力，助力企业高质量发展，多次被威海市团市委评为先进基层团组织。





Development Vision

发展愿景 >>

展望未来，中威人满怀信心。秉承“团结向上，求真务实”的企业精神，坚持专、精、特、新差异化发展战略，将全面发挥自身的规模、技术质量、人才管理和市场营销等优势，致力于发展非公路轮胎高端产品，打造企业核心竞争力，创轮胎行业知名品牌。

公司将以与中国500强企业威高集团合作为契机，结合公司发展战略与未来市场预测，坚持“新高度、大格局”的设计理念，参照国际轮胎行业制造技术与工业4.0的新标准，以“绿色环保、智能制造、循环经济”为主题，整体设计，分步实施，建设一个“自动化、信息化、智能化、数字化”于一体的现代化高性能非公路轮胎生产线，建成国内首家以轮胎特种专业性为出发点来研发经营的现代化工厂。

威海中威橡胶有限公司将以博大的胸怀，纳五洲宾客，携手共创美好未来。

WE COMPANY WILL BE FULL OF CONFIDENCE TO BUILD THE BLUEPRINT FOR THE FUTURE, KEEP THE SOLIDARITY AND PRAGMATIC SPIRIT IN MIND, INSIST THE SPECIALIZED AND DIFFERENTIAL STRATEGY, TAKE FULL ADVANTAGE OF TECHNOLOGY, SCALE, MANAGEMENT, TALENTS, CONCENTRATE ON THE HIGH-QUALITY OFF-ROAD DEVELOPMENT, TRY OUR BEST TO BE ONE OF THE MOST FAMOUS BRANDS AROUND THE WORLD.

WE COMPANY WILL TAKE THE COOPERATION WITH CHINA TOP 500 ENTERPRISE “WE GO” AS A CHANCE, COMBINE WITH OUR OWN PREDICTION AND STRATEGY, HOLD THE GREAT VISION, OBEY THE INTERNATIONAL 4.0 NEW STANDARD, KEEP THE “GREEN, INTELLECTUALIZATION, CYCLE” AS THE THEME, TO BUILD A NEW STYLE PRODUCTION LINE WITH AUTOMATION, INFORMATION, AND DIGITALIZATION.

WEIHAI ZHONGWEI RUBBER CO.,LTD WILL ACCEPT FRIENDS FROM ALL OVER THE WORLD WITH A BROAD MIND TO CREATE A BRIGHT FUTURE TOGETHER.

威海中威橡胶有限公司
WEIHAI ZHONGWEI RUBBER CO.,LTD



公司未来发展鸟瞰效果图

百年中威 再创辉煌

ONE CENTURY JOURNEY MORE BRILLIANT ZOWIN

威海中威橡胶有限公司
WEIHAI ZHONGWEI RUBBER CO.,LTD

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