

Westlake Announces New Truck Tyre Distributor for the U.K. at Brityrex 2012

London, 29 October, 2012. – Eskay Tyres, part of the global Al Dobowi Group and Westlake distributor in several European markets, has recently sealed a new distribution agreement with Vacu-Lug, the Lincolnshire-based retread tyre manufacturer, in a move intended to expand the sales of the Westlake truck tyre brand throughout U.K. and Ireland.

Mr. Jorge Crespo, European General Manager for Eskay Tyres, stated that: “this move will further consolidate the Westlake brand in the U.K. and Ireland through our association with Vacu-Lug, a highly-respected retread enterprise with a great reputation in the tyre industry”.

KK Singh, Eskay Tyres’ Sales Manager for TBR/OTR for UK & Europe, added that with Vacu-lug’s relationships with its network partners and fleet users “Westlake tyres would be able to fulfil the key requirement of a good retreadable casing with a strong first life performance at an affordable price”.

Mr. Surender Singh Kandhari, Chairman of Al Dobowi Group and Mr. Tim Hercock, Managing Director of Vacu-Lug, met with their respective teams over lunch during the recent Brityrex show to personally endorse the new venture.

Mr. Tim Hercock, MD of Vacu-Lug, stated that Vacu-Lug were “delighted to add Westlake to our growing range of tyres and associated tyre fleet management services. West Lake manufactures a quality product to the highest environmental standards and as such we are delighted to now be able to offer this highly cost-effective brand to the UK's transport operators and tyre distributors.”





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