



PRESS RELEASE

Westlake Expands Network in Spain with Don Tyre SL

London, 4 October, 2012. – Eskay Tyres, part of the Al Dobowi Group and Westlake’s distributor in several key European markets, has recently completed a distribution agreement with Spanish tyre distributor, Don Tyre S.L., in a move intended to push forward its plan to expand the Westlake Tyres brand in Spain through several strategic alliances with key players in the sector.

Mr. Jorge Crespo, European General Manager for Eskay Tyres, stated that: “Don Tyre appreciated from the start the quality and margin enhancement of Westlake tyres, and their distribution strategy fits with our brand policy perfectly, which is why we are sure that this agreement will greatly benefit both parties”.

Under the terms of the agreement, Don Tyre, headed by Mr. Jorge Berrocal, will market a range of Westlake’s passenger, van and 4x4/SUV tyres from their six warehouses located in Zafra, Malaga, Seville, Jaen, Cordoba and Granada.

When referring to Westlake’s strategic dealer selection and brand expansion in Spain, Mr. Crespo stated that: “We will undertake a very thorough process because we want to be associated with dealers who really understand Westlake’s philosophy and who are capable of transmitting to their clients the reasons why Westlake is a product offering great performance, capable of satisfying the requirements of the most discerning clients”.





This agreement comes hot on the heels of agreements already reached with Auteide, authorised distributor for the Canary Islands, and with Grupo Palacios, which markets Westlake from their two bases in Galicia: Lugo and Pontevedra.

To this can be added the agreement reached earlier in the year with specialist dealer Talleres Driver to market Westlake's truck tyre range.

Mr. Crespo said he was very satisfied since these relationships were "contributing to the quick consolidation of the Westlake brand in Spain".

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