



PRESS RELEASE

## Westlake participates in Motortec, Madrid

- ZC Rubber is China's largest producer of rubber products
- Westlake's range goes from passenger car tyres to trucks, buses, and industrial vehicles
- This year's edition closed with almost 40.000 visitors

**London, 4 May, 2011.**– As part of their expansion plan in the Spanish market, Westlake Tyres, manufactured by Hangzhou Zhongce Rubber Company (ZC Rubber) –China's largest producer of rubber products and the 11<sup>th</sup> tyre producer worldwide– participated in the latest edition of Spain's International Automotive Components, Equipments and Services Fair (Motortec Automechanika Ibérica), which was organised by Madrid's IFEMA organisation, under licence from Germany's Messe Frankfurt. This is the first such event under license from the German exhibitions organiser's in Spain.

Representing the tyre brand in the fair was Mr. Jorge Crespo, General Manager for Europe and the emerging markets for Eskay Tyres, part of Dubai's Al Dobowi Group, as part of the firm's strategy to boost the brand in Spain and Portugal. "Spain's market is key for us because of its dynamic channels, sales volume and future prospects. Hence our desire to enhance any initiative to raise our brand's position in Spain", stated Mr. Crespo at the fair's closing.





He also stated that his main goal was to “establish and develop Westlake with the support of its dealer network, in both Spain and Portugal”, and mentioned that in that respect, Motortec was “the perfect starting point” for said purpose.

Motortec Automechanika Ibérica’s importance within the Spanish and Portuguese markets was underscored by the high number of participants: 453 expositors altogether, of which 30% were foreign companies (Germany, Portugal, Italy, France and Poland), and the high visitor number: 39,965 professionals, of which 12% were foreign, and 76% were people with a very high level of influence within their company insofar as purchases and provider policies are concerned.

## **Westlake**

Westlake tyres are made in China by ZC Rubber, the world’s 11<sup>th</sup> largest tyre company and the country’s main rubber products producer, which at present has nine factories in Zhejiang province -and is building a tenth-, around the city of Hangzhou, located South of Shanghai.

With annual sales of around US\$ 3.150 billion in 2010, ZC Rubber hopes to reach the number 10 spot after the opening of its new factory in 2011 -which will be the size of 25 football fields. The company has invested around 34 million Euros thus far in the purchase of 10 latest generation automatic tyre-assembling machines from Krupp. Thus, ZC Rubber has invested around 113 million Euros per annum in R&D in the past five years.

ZC Rubber will build a new tyre factory throughout 2011 in Thailand in a joint-venture with the Thai rubber company Thai Hua Rubber and it will hold an 85% share in the installation. The factory, which will cost around 117 million Euros is expected to be fully operational in 2012 and will be the tyre maker’s first foreign investment.





ZC Rubber produced 7.2 million radial tyres in 2009 and 16 million passenger and SUV tyres. It also produced 90 million bicycle and motorcycle tyres as well as 4,5 bias tyres.

The Al Dobowi Group, owner of Eskay Tyres Ltd., was founded in Dubai in 1976 to face the growing needs of tyre management and the service industry in the Middle East. Today, the Group is a leading player in the sector, offering its clients an excellent service and unique solutions to their needs across four continents. Its automotive range includes tyres, batteries, lubricants, conveyor-belts, and technical rubber products. In Europe, the Group manages the Westlake tyre brand, produced by the Hangzhou Zhongce Rubber Company (ZC Rubber), China's main producer of rubber products and the world's 11<sup>th</sup> tyre manufacturer. The Al Dobowi Group employs 2000 people from 30 different nationalities across four continents and has light industry installations in Europe, Africa and the Middle East.  
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