

## **Westlake Tyres Launches New RP28 at Autopromotec**

**London, 3 June, 2013.**– Westlake Tyres, the leading brand from Hangzhou Zhongce, now China's largest tyre maker, recently participated at 2013 Autopromotec in Bologna, where it officially launched the new RP28 passenger tyre range.

With the introduction of RP28 in over 50 dimensions, Hangzhou Zhongce is determined to emphasise Westlake as a growing force in the European tyre market.

The new RP28 tyre range covers a wide variety of popular dimensions from 175/65TR14 up to 225/55VR16 and incorporates the latest developments in compound technology to improve traction in both wet and dry conditions. As the main focus of the range is aimed at 'family' vehicles, there is also increased emphasis on enhancing comfort and noise thus improving the total driving experience.

Westlake also used the Bologna show to preview the new SU317 and SU318 models - designed to address the growing popularity in the SUV vehicle segment, which will soon be available in over 40 dimensions ranging from 16" to 20" applications. In addition, there was also a preview of the brand new SA37 high performance tyre range currently planned for launch during the latter months of 2013.

During the Bologna Show, Mr. Surender Kandhari, CEO of the AI Dobowi Group and distributor of the brand in several key European markets, hosted a gala dinner for Westlake's customers and partners at the Hotel Majestic Già Baglioni.

Mr. Nick Zhou, International Sales Manager at Hangzhou Zhongce, declared the company's intention to continue a rapid pace of product development so that "Westlake is recognised as an excellent product - one which the European market is now really starting to notice".





Mr. Nigel Hampson, Head of Business Development for Al Dobowi, commented: “Autopromotec is a great location to display Westlake’s impressive product line up. The already extensive range will gain even more strength with these new introductions in the second half of 2013. On top of this, Hangzhou Zhongce’s continued growth in the truck and bus tyre segment with an annual production in this segment of over 10 million tyres now positions the company as a true global tyre force”.

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