



PRESS RELEASE

Westlake presents its European expansion plan

- ZC Rubber is China's largest producer of rubber products
- ZC Rubber has been working with the Al Dobowi Group for 15 years
- Westlake's range goes from passenger car tyres to trucks, buses, and industrial vehicles

London, 8th April, 2011.– Eskay Tyres Ltd., the company which markets Westlake in Europe, a brand produced by Hangzhou Zhongce Rubber Co. Ltd. (ZC Rubber) -the world's 11th largest tyre maker, presented this past 22nd and 23rd of March Westlake's expansion strategy for Europe during a meeting held at the Pestana Chelsea Bridge Hotel in London.

The meeting was presided over by Mr. Ge Gourong, CEO of ZC Rubber, and Mr. Harjeev Singh Kandhari, Managing Director of the Al Dobowi Group. Also in attendance were Mr. Jorge Crespo, Eskay Tyres' new General Manager, Mr. Zhang, Chief PCR engineer at ZC Rubber, Mr. Chen, ZC Rubber's Chief TBR Engineer and several European tyre distributors as well as members of the international trade press.

During Westlake's expansion presentation Mr. Ge Gourong stated that he wanted Westlake's tyres to be known in Europe "for their quality, not their price". "ZC Rubber is here to stay", he further said when referring to its intention to grow in the European market. "In a market such as Europe's, where the transport industry is facing increasingly difficult and varied challenges, Westlake's diverse range is presented as a distributor's best ally, and that of anyone working in the tyre sector", ensured Mr. Ge Gourong.





Mr. Kandhari stated that “our relationship in the past 15 years has been very fruitful on both sides and I have no doubt that it will be even more so in the future”. “Westlake tyres can be marketed as the right product for each occasion without giving up on the highest quality standards”, he certified.

Mr. Crespo stated that “the plan presented by ZC Rubber dissipates any doubt concerning the growing power of this Asian giant” and said he was “proud” to be working with a company of such growth potential in Europe, one which “continues to impress” because of its professionalism.

Thus, Eskay Tyres’ General Manager announced that his objective was “to unify Westlake’s implementation in the different European markets it operates on, execute its strategies, develop the necessary products to give solutions to the needs of each of these markets and maximise the exact solutions and services for its distributors, and therefore be an important player within the European market”.

To do this, Eskay Tyres will develop two general action frameworks suited to the brand’s implementation in each country. In those markets where a good presence of Westlake is to be found, Eskay Tyres will strengthen its relationship with those distributors it has worked successfully until now, with an aim to create a label awareness on the final user.

In those countries where the brand has less exposure, Eskay Tyres will concentrate on increasing Westlake’s brand recognition in garages and workshops with targeted marketing and BTL at the points of sale to publicise all the possibilities and services which Eskay Tyres provides through its represented brand Westlake.





Westlake

Westlake tyres are made in China by ZC Rubber, the world's 11th 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, as Mr. Ge Gourong stated in London, to reach the number 10 spot after the opening of its new factory in 2011 -which will be the size of 25 football fields. He also stated that 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.

Lastly, Mr. Ge Gourong stated that 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.





Al Dobowi

The Dubai-based Al Dobowi Group, was founded in 1976 to meet the growing needs of the automotive world. The Al Dobowi Group employs over 1200 people from 30 different nationalities and has light industry installations in Europe, Africa and the Middle East

The network of strategic associations it keeps with the main tyre manufacturers -amongst other automotive products- to implement its brands globally make Al Dobowi one of the main global players in the automotive sector in general, and the tyre market in particular.





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, China's main producer of rubber products and the world's 11th tyre manufacturer. The Al Dobowi Group employs over 1200 people from 30 different nationalities across four continents and has light industry installations in Europe, Africa and the Middle East. www.aldobowi.com

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