

Westlake Tyres' Senior Management will visit Europe ahead of the UK's CV Show

London, 12 March 2012.– Westlake Tyres, manufactured by ZC Rubber – the world's 10th largest tyre maker and China's biggest producer of rubber products – recently announced the forthcoming trip to Europe of some of its senior management, in a move intended to bring the company closer to its customers. Among others, the visiting committee will include Mr. Johnson Su, Westlake's Import and Export Manager, and Mr. Nick Zhou, Westlake's Regional Manager for the European Market and Oceania as well as some of the factory's tyre engineers.

During said trip, which will take the tyre manufacturer's party from The Netherlands to the UK, the members of the trip will be accompanied by Mr. Jorge Crespo, European General Manager of Eskay Tyres, distributor of the brand in the UK and several other major European markets.

The trip has been orchestrated to finalise at the CV Show in the UK, which will be held in April and is intended to bring the company's top management closer to its European distributors and clients.

According to Mr. Crespo, the idea is "a wonderful way for Westlake's European dealers to create a better working relationship with the brand's management. During the trip, a lot of new relationships will be forged which will be of great benefit to all involved".

The trip will take the company's envoys to The Netherlands, France, Spain, Portugal and, finally, the UK, where they will meet with all their clients and attend the CV Show, where Westlake has a stand to showcase its truck tyre range, which will be held in Birmingham's NEC from the 24th to the 26th of April.





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