

Westlake's First TAFF Nomination is 'Exciting Recognition' of U.K. Advertising Campaign

London, 14 June, 2012.– Westlake Tyres has received a first ever TAFF nomination for the Tyre and Fast Fit Awards, organised by the National Tyre Distributors Association (NTDA). Nominated alongside more established tyre companies in the 'Industry Advertising Campaign' category, according to Mr. Jorge Crespo, General Manager of Eskay Tyres (distributor of the Westlake brand in several European markets), Westlake is "immensely proud of this achievement".

Crespo continues: "All of us involved with Westlake are firmly committed to the U.K. tyre business and this nomination is exciting recognition of our brand efforts in this country. Despite a very competitive market, populated with more traditional tyre brands, we have tried to emphasise the quality and breadth of the Westlake tyre range to the local U.K. tyre trade using a variety of means, including eye-catching visuals, sponsorships and trade show events".

Westlake passenger tyres are solely distributed in the U.K. by the national wholesaler, Viking. John Caldwell, executive director of Viking, commented "we are delighted that Westlake has received a nomination in a category which has traditionally been dominated by the premium brand manufacturers. This recognition is a fitting testament to the vision, effort and commitment that has been invested in support of the Westlake brand."

This TAFF nomination recognises Westlake's successful marketing and communications campaign which includes all new artwork and fresh, yet powerful, images displaying the passenger tyre range with the tag line "Road, meet rubber".





Furthermore, the company has initiated a visually dominant TBR tyre campaign which extends Westlake's brand tag line into "Truck, meet rubber" and displays a Westlake liveried truck in a commanding image. Westlake's new imagery has been rolled out at several national and international trade shows, where it has garnered praise and a tremendous amount of positive feedback.

Westlake's marketing actions have also extended to sponsoring the NTDA's Golf Day which in 2011 took place at the Oxfordshire Golf Club and this year will be held at The Belfry, host to more Ryder Cup matches than any other venue in the world and steeped in European Tour history.

Additionally, the company has recently launched 'Westlake Words', a periodic newsletter aimed at keeping everyone up to date with the latest and most attention-grabbing news and events involving the Westlake brand and its partners.

Westlake will find out if it gains further TAFF recognition at the NTDA's 83rd annual dinner, to be held at Manchester's Hilton Deansgate Hotel, on 10th October 2012.

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