

Westlake Tyres to Exhibit at Motortec Automechanika Ibérica

London, 21 January, 2013. – Westlake Tyres has confirmed its participation at the upcoming edition of Motortec Automechanika Ibérica, Madrid's 'International Components, Equipments and Automotive Services' trade show, organised in conjunction with German trade fair operators Messe Frankfurt.

Westlake will be taking advantage of the event to display a growing passenger and TBR tyre range at its stand at Motortec, where it will also take the opportunity to meet with clients and associates at a specially arranged evening event.

Mr. Nigel Hampson, Head of Business Development for Eskay Tyres, distributor of Westlake Tyres in the U.K. and several key European markets, stated that: "Westlake has significantly increased its sales and brand presence in the Iberian peninsula during the past 12 months, and further significant expansion plans for the region remain in place for 2013 - so much so, that Eskay staff will be accompanied in Madrid by members of Hangzhou Zhongce's senior management team (based in China) who plan to gain a deeper understanding of the Iberian markets during the show".

This year's show will be held once again from 13 to 16 March 2013 at the IFEMA convention centre in Madrid and, as in previous editions, Motortec will reinforce its position as the leading automotive show of its type for Spain and Portugal.





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