

## **Westlake Tyres announce they are the world's 10<sup>th</sup> tyre maker at Bologna's Autopromotec**

- Westlake Tyres have moved up 2 places since January 2011
- The brand will host a Partners day with a trip to China in October
- Westlake will sponsor NTDA's Annual Golf Day in September

**London, 7 June.**— Westlake Tyres, manufactured by ZC Rubber, now the world's 10<sup>th</sup> largest tyre maker and China's biggest producer of rubber products, announced at Italy's Autopromotec that it had moved up from 11<sup>th</sup> to 10<sup>th</sup> place worldwide, as confirmed by the prestigious German trade magazine Neue Reifenzeitung. The tyre maker chose Bologna's Autopromotec 2011 show to make the announcement given its status as one of Europe's most specialised international exhibition for automotive equipment and related aftermarket products. Westlake Tyres was glad and confident to sit side-by-side with some of the industry's giants, making use of the opportunity to exhibit a sample of its passenger and truck tyres at the Italian fair as proof of its international presence and future scope.

Westlake Tyres took the opportunity to meet with some of its dealers and Mr. Jorge Crespo, European General Manager for Eskay Tyres, stated that: "Shows such a Bologna provide an excellent opportunity to come face to face with our dealers and distributors. It is the perfect meeting point to bring together people from many different countries under one roof and listen to their needs and expectations. It is also a 'show room' where we can discuss and introduce product development and new trends within the industry. Hopefully, Bologna has helped us, and them, to find some solutions to the many challenges faced by the tyre industry".





Westlake used the opportunity of the fair to meet with both new and existing members of the Westlake family and hosted a Gala Dinner in their honour at the Il Carracci Ballroom, in Bologna's Grand Hotel Majestic, where they all ate under a ceiling decorated with centuries-old frescoes painted by pupils of the Carracci school.

Westlake announced at Bologna a strengthening of its partnership with the NTDA in the UK where its Annual Golf Day, held on 15 September, will be sponsored by the brand and will be known as the Westlake NTDA Golf Day. Said event will take place at the Oxfordshire Golf Club. NTDA Director, Richard Edy, stated that this sponsorship: "underlines the already close relationship between Westlake and many UK tyre dealers". Westlake will provide a unique trophy, to be played for every year, and each year's winner will get a replica of it to keep.

During the gala dinner, the tyre brand also announced that a Westlake Partners day will be held in October 2011 and will consist of a visit to China, where there will be a factory visit and further leisure activities that will reinforce the ties between Westlake Tyres and its partners even more.

Autopromotec is known for its specialisation as well as its professional and representative nature which, thanks to its hundreds of qualified exhibitors –many of them are some of the world's largest manufacturers– has kept pace with the technological and professional change in the automotive sector for the past 40 years.





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