



PRESS RELEASE

## **Distri Cash announces its 3 year expansion plan at Equip Auto 2011**

- Distri Cash is the exclusive Westlake Tyre distributor for France
- The company plans to acquire 20-25 new shops over the next 3 years
- Distri Cash hosted a Brazilian dinner for its partners in Paris

**London, 27 October, 2011.**– Distri Cash, exclusive distributor in France for Westlake Tyres, which are manufactured by ZC Rubber –the world’s 10<sup>th</sup> largest tyre maker and China’s biggest producer of rubber products– recently participated in Equip Auto 2011, the international biennial exhibition show for automotive parts, systems and garage equipment. Equip Auto is a benchmark industry event held at the Nord Villepinte Exhibition Centre, in Paris.

During the exhibition, Laurent Charlé, Districash’s Export Manager spoke about the distributor’s upcoming 3-year expansion plan which entailed new sales opportunities and new premises. “We currently have 9 shops and we intend to increase this number to 20 to 25 over the next three years. We thought of this back in 2009 and the start of that was a new warehouse which was inaugurated in 2010. However, within six months we realised that we needed more space. Our current volume of business and our partnership with Westlake Tyres are also the main reasons behind this plan”, he explained.

Currently, Districash have 8 warehouses in France and, according to Laurent they have “quick deliveries and we do these twice a day. Orders placed before Noon are normally received by 3PM on the same day in about 70% of France. Our aim is to dispatch them within 3 hours or less. If we can’t, our network allows us to ensure that we deliver them in the early afternoon”.





Jorge Crespo, European General Sales Manager for the Al Dobowi Group stated that: “Distri Cash is a very important part of Westlake’s European strategy. Their professionalism and hard work ensures that we will continue to have a long-lasting working relationship with them”.

Jean-Philippe Moyet, President and Marketing Director of Distri Cash, talked about the importance of Westlake for Distri Cash and of participating in Equip Auto because “we get show our customers how important our partnership with Westlake is in France, and Equip Auto is really the best way to do that. At the show we get to meet all our customers in a short period of time and we can discuss things with them, we can thank them for their support, and we also get to meet prospective customers, and we meet them in a different way. Here we meet them in our home, not theirs. They come with a different mentality because here you have a different environment. They are more relaxed and the overall feeling is different”.

He also stated that in this year’s Equip Auto, Distri Cash met with over 300 companies and said that “around 30% of the people who visit us during the show normally work with us. The business drummed up at this year’s show, as well as the last one, translated into sales of about 60,000 tyres. That is 3 to 4% of our business. That is why we came back this year. Although it is expensive to participate, we always get a good result out of it. It is good for our brand”. Mr. Moyet also said he was looking forward to participating with Westlake at next year’s Pneu Expo, which will be held next 9-12 February, in Lyon.

At the end of the show, Distri Cash hosted a dinner for its friends and business partners at Pau Brasil, near Paris’ Arc de Triomphe, where diners enjoyed a Brazilian cabaret show as well as a Capoeira exhibition. The evening ended on a high note with guests and Distri Cash staff dancing well into the night.





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