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PRESS RELEASE

## **Jorge Crespo, new General Manager for Europe & emerging countries of Al Dobowi Group's tyre division**

- He has solid management experience at a European level
- Mr. Crespo will implement and boost INFINITY, Al Dobowi Group's private brand, in all European and emerging markets through its subsidiary Infinity Tyres
- He will also implement and boost WESTLAKE in all European markets (except for the German-speaking countries and Italy) and emerging countries through its subsidiary Eskay Tyres
- Jorge Crespo personifies Al Dobowi's strong commitment to increasing its presence in the European markets with its wide range of brands

**London, 6<sup>th</sup> April, 2011.**– The Al Dobowi Group, leader in the automotive sector in the Middle East, has appointed Mr. Jorge Crespo as its new General Manager for Europe and emerging countries. This appointment is part of the Dubai-based group's strategy to increase its European presence through the two tyre brands it manages: Infinity (its private brand) and Westlake.

Jorge Crespo, 40 years old and originally from Spain, has solid experience of the European markets. After working for different multinational companies, he handled the European implementation of the American tyre brand Cooper Tires in 2003, a job he



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successfully did year on year until he became Business & Marketing Director for Europe, Africa and the emerging markets and occupied one of the company's four Executive Committee posts.

Throughout this period, Mr. Crespo was in charge of developing the brand in different countries through the creation of subsidiary brands and the implementation of strategies tailored to each individual market. "During my time at Cooper Tires, my work allowed us to obtain the very best results for the brand in Europe, especially in the last two years. After all that intense work, I felt that I had finished a chapter and that all personal and professional objectives had been met successfully by me and by Cooper Tires. It was a task I would not have been able to complete without the support and help of all the teams I worked with during my stay at Cooper Tires."

### **Boost Infinity and Westlake's presence**

With firm international experience, and used to assembling teams and exceeding targets, Mr. Crespo now faces the challenge of reinforcing the presence of the two brands managed by the Al Dobowi Group in Europe and the emerging economies. "Our group manages two tyre brands: Infinity, which is a private brand, and Westlake, made by China's biggest producer of rubber goods, ZC Rubber. The market penetration level of the brands varies according to the country in question and my goal is to unify this operation in different markets, implement different strategies, develop the necessary products to give a solution to the needs of each of these markets and boost the most pertinent solutions and services to the needs of each of these markets while enhancing the adequate solutions and services to become an important player in the European market."

To do this, Mr. Crespo will develop two strategies tailored to the implementation of the brands in each country. In those markets where there is already a good presence, he will



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strengthen the relationship with those distributors who have been working successfully until now with the aim of enhancing brand recognition in the final customer.

In those countries where the brand's presence is not as strong, Mr. Crespo will concentrate on increasing the brand's recognition in workshops and garages with BTL and marketing operations at the points of sale to make the possibilities and services which the Al Dobowi group provides better known.

Mr. Crespo faces this new professional chapter with enthusiasm and looks forward to making Al Dobowi a main actor in these markets. "Working for a family group, as is the case with Al Dobowi, allows you to have a greater proximity with the market and that means greater agility and speed when developing products. In the present international economic juncture, we must work double to achieve the same results as before. But at the same time, it is a situation that opens up many opportunities. At a time when the search for profit and the increased cost of raw materials is making a lot of actors leave the European market and creating a serious shortage of products, both Infinity and Westlake want to boost their presence in these markets and offer a complete tyre range, types as well as sizes, with which to face any need. It, the Al Dobowi Group, has decided to reinforce their presence in the automotive sector within Europe and I will be the one responsible for making it happen", stated Crespo.



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The Al Dobowi Group was formed in Dubai in 1976 to address the needs of a growing tyre management and service industry in the Middle East. Today, the Group is a leading player in the sector, offering its clients an excellent service and unique solutions to their needs across four continents. Its automotive range includes tyres, batteries, lubricants, conveyor-belt systems, and technical rubber products. In Europe, the Group manages two tyre brands: Infinity, Al Dobowi's private brand, and Westlake, manufactured by the Hangzhou Zhongce Rubber Company, China's biggest producer of rubber products and 11<sup>th</sup> tyre producer worldwide. The Al Dobowi Group employs over 1200 people from 30 different nationalities across four continents and has light industry installations in Europe, Africa and the Middle East. [www.aldobowi.com](http://www.aldobowi.com)

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