



PRESS RELEASE

Westlake Prepares Platform for 2013 Growth

London, 26 March, 2013. – Westlake Tyres kicked off 2013 by participating at two important trade shows: Pneu Expo in Lyon, which took place from 12-14 March, and Motortec Automechanika Ibérica in Madrid, held almost simultaneously from 13-16 March.

In co-operation with Distri Cash (the distributor of Westlake passenger tyres in France), the brand had the first opportunity to introduce several of its latest tyre developments to Europe, including the all-new RP28 passenger tyre range as well as new 4x4/SUV and high performance tyres.

Pneu Expo was also a great opportunity for Westlake's visiting management and technicians from China to witness at first hand the latest developments in the European tyre business and to ensure that Westlake continues to adapt and develop its product range in line with Europe's driving demands.

Jorge Crespo, General Manager of Eskay Tyres commented that: "Both shows were a great opportunity for Westlake to consolidate and build its business in these two key European markets. In 2012, Hangzhou Zhongce manufactured almost 40 million passenger and truck tyres and Europe is now a key part of the company's global growth strategy. We intend to build on this strong platform to deliver only better business for our partners in 2013."





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