



PRESS RELEASE

Westlake teams up with Leicester Tigers with Match Ball Sponsorship

London, 30 November, 2015.– One of England’s leading professional rugby clubs, Leicester Tigers, has teamed up with Westlake after the tyre company became their official match ball sponsor.

Westlake is currently strengthening its range of truck and van tyres and has turned to one of the strongest, best-performing rugby teams in Britain to further its brand exposure. With Westlake’s brand message outlining a dedication to producing ‘seriously strong’ tyres, the affiliation with the 10 times Premiership champion is a perfect fit.

Westlake is the leading brand of tyres manufactured by the Zhongce Rubber Company Limited (ZC Rubber) – now a major global tyre manufacturer and one of the largest producers of commercial vehicle tyres.

The Westlake commercial tyre range is recognised as one of the widest in the marketplace and provides the commercial vehicle sector with high quality products at competitive prices.





Vacu-Lug Traction Tyres, distributes Westlake commercial vehicle tyres throughout the UK in association with Zenises, Westlake's brand partner in several European markets. In addition to the UK distribution of Westlake commercial vehicle tyres, Vacu-Lug is a premium retread tyre manufacturer with over 65 years' experience within the tyre industry and is also a tyre fleet management provider who manages the tyre requirements of numerous commercial vehicle operators.

As part of the Match Ball sponsorship, Westlake's strong branding can be seen throughout the Leicester Tigers' stadium and Vacu-Lug is also further involved with the Tigers through its sponsorship of first team player Matt Smith.

For more information on Westlake's match ball sponsorship, please visit the Leicester Tigers' website:

www.leicestertigers.com/hospitality/match_ball_experience.php.

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