



PRESS RELEASE

Westlake to Display 'New Generation' at Autopromotec 2013

London, 4 April, 2013. – Westlake Tyres will again participate at this year's Autopromotec in Bologna, where the leading Chinese manufacturer will officially launch the new RP28 passenger tyre range as well as preview an extended line of SUV / 4x4 products.

At Essen 2012, the announcement was made to position Westlake as the leading tyre brand of Hangzhou Zhongce (ZC Rubber). With the introduction of RP28 in over 50 dimensions, the company is demonstrating its intent to support Westlake as a growing force in the European tyre market.

RP28 covers a wide variety of dimensions from 175/65TR14 to 225/55VR16 and the new tyre range incorporates the latest developments in compound technology to improve traction in both wet and dry conditions. As the main focus of the range is aimed at 'family' vehicles, there is also increased emphasis on enhancing rolling resistance credentials thus improving overall fuel consumption.

In addition, Westlake will also be previewing the new SU317 and SU318. Soon to be available in over 40 dimensions ranging from 16" to 20" applications, these two new ranges are designed to address the growing popularity in the SUV / 4x4 vehicle segment.

Jorge Crespo, General Manager of Eskay Tyres, commented that: "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 continue to deliver new and improved tyre ranges for our partners in 2013."





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