

Viking introduces Westlake Tyres to its sales team

London, 21 March 2012- Viking Wholesale Tyres, the UK's authorised distributor of Westlake PCR, 4X4, UHP and LT tyres, recently held the internal launch of the Westlake product portfolio to its sales teams.

The meeting was used to highlight the impressive line-up of patterns and sizes available in the UK, as well as to emphasise the substantial investment which has been made by Westlake to make their factory one of the most advanced tyre manufacturing facilities in the world.

Mr. Rikki Kane, Sales Director of the Viking sales team said that "Westlake tyres are not only high quality, but also very competitively priced to allow customers to maximise profits".

Mr. Kane went on to explain that Viking intends to establish a national network of key dealers who will benefit from an exciting range of support materials, whilst also being able to offer their end users the peace of mind of a 30 day exchange policy and accidental damage guarantee.

Mr. Jorge Crespo, European General Manager for Eskay Tyres, distributor of the brand in the UK and several key European markets, stated that: "Viking have embraced the Westlake brand with both commitment and enthusiasm. Their sales team is eager to forge partnerships with key dealers who share that passion and I am confident that we are now well placed to push this very successful brand forward in the UK market".





Mr. John Caldwell of Axle Group, the parent company of Viking, said that: “We are delighted to have added Westlake to our portfolio of brands and look forward to working in partnership with the world’s 10th largest tyre manufacturer”.

PR Contact

Anthony Oruna-Goriaïnoff
anthony@avalonprplus.com

César Borreguero
cesar@avalonprplus.com

AVALON PR
Avenida Concha Espina 8, 7-Izda.
28036 Madrid – Spain
Tel: +34 915 631 011
Fax: +34 914 116 920
www.avalon-comunicacion.com

