



PRESS RELEASE

Westlake joins TyreSafe

- TyreSafe Works to increase road safety in the UK
- Westlake backs the work of TyreSafe concerning tyres as a road safety element
- Westlake will use its knowledge and technical expertise to improve road safety

London, 14th of April, 2011.- Westlake Tyres, made by the Hangzhou Zhongce Rubber Company (ZC Rubber) and distributed in Europe by Eskay Tyres Ltd. –part of the Al Dobowi Group–, have joined TyreSafe, whose objective is to promote road safety through a greater awareness of the importance of tyre maintenance. Westlake will use its technical expertise to assist TyreSafe in its campaigns aimed at improving road safety.

As Jorge Crespo, Eskay Tyre’s new General Manager for Europe, this organisation “plays a vital role in the development of road safety and we are delighted to be a part of it. Our perspective and our technical and industrial knowledge can play an important role in enhancing the road safety of tyres”.

Stuart Jackson, TyreSafe’s Chairman stated that “We are delighted to welcome Westlake Tyres on board as the latest members of TyreSafe. Their support lends even more useful weight to our campaigns. Equally, it also demonstrates their commitment as a business to helping improve road safety. We look forward to their ongoing involvement and participation.”





Westlake

The Hangzhou Zhongce Rubber Company Limited –maker of Westlake Tyres– was founded in 1958 and is the world’s 11th largest tyre producer, as well as one of China’s 210 largest companies. In 2009, ZC Rubber produced 7.2 million truck and bus tyres, 16 million passenger and SUV tyres, 90 million bicycle and motorcycle tyres and 4.5 million bias tyres.

TyreSafe

TyreSafe is one of the UK’s leading tyre safety organisations, dedicated to raising awareness about the dangers associated with defective or illegal tyres. It was established in 2006 as a not for profit organisation and campaigns in line with current legislation and duty of care regulations.

The organisation was awarded the Prince Michael International Road Safety Award in 2009 in recognition of its achievements concerning road safety. Tyresafe also supports the UK Government’s ACT ON CO2 campaign which promotes smarter driving as a way of reducing carbon emissions.

Tyre safe is also a signatory to the European Road Safety Charter which aims to halve the Lumber of deaths on European Roads.





The Al Dobowi Group, owner of Eskay Tyres Ltd., was founded in Dubai in 1976 to face the growing needs of tyre management and the 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-belts, and technical rubber products. In Europe, the Group manages the Westlake tyre brand, produced by the Hangzhou Zhongce Rubber Company, China's main producer of rubber products and the world's 11th tyre manufacturer. 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

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