



PRESS RELEASE

## Westlake supports the opening of Districash's new headquarters in La Rochelle

- Districash celebrates its 20 years in the French market by opening a new headquarters
- Westlake has had an exclusive relationship with the tyre distributor in France since 2007
- Districash distributes over 300.000 Westlake tyres annually in France

**London, May 23, 2011.-** Westlake Tyres, manufactured by Hangzhou Zhongce Rubber Co. Ltd (ZC Rubber), recently strengthened its collaboration with Districash -exclusive distributor of the Westlake tyre brand in France since 2007, by attending and supporting the inauguration of the dealer's new headquarters in Sainte Soulle, a town 10 miles East of La Rochelle. The inauguration coincides with the 20<sup>th</sup> anniversary of the French distributor.

On the opening day, Mr. Jorge Crespo, General Manager for Europe and the emerging markets of Eskay Tyres -distributor of the Westlake brand in Europe and part of the Al Dobowi business group -, and Mr. Clive Mansfield, Eskay Tyres' Sales Manager for Western Europe, wanted to express the support of their brand by accompanying Mr. Jean-Philippe M. Moyet, Owner and Manager of Districash, during this special event. Mr. In reference to this important company anniversary, Mr. Moyet said that: "20 years is the age of maturity for a family business that has kept its human scale; that preserves its values of proximity, its ability to listen, and its proactive nature".

Mr. Crespo stated that the new Districash headquarters, "with its 5,000 m<sup>2</sup> of storage, will contribute to the logistical organization even better than before, as it now integrates its commercial and administrative services bringing in a better service for brands such as





Westlake.” Districash distributes about 300.000 Westlake tires annually in France.

During the event at La Rochelle, its 300 attendees, which included staff from all of Districash’ locations in France as well as distributors, dealers and customers, enjoyed a fun and festive atmosphere in the different spaces sponsored by all of the suppliers. The Westlake space in particular was very crowded due to the installation of 4 Nintendo Wii consoles with the famous racing game "Mario Kart".

Later in the evening, Districash’s guests, including Mr. Mansfield and Mr. Crespo from Westlake, moved on to ‘Espace Encant’ in La Rochelle’s old port neighbourhood, where they pleasantly dined. Once there, Mr. Moyet made a speech in which he thanked his family, as well as his employees, the distributors and his customers for the support given to the company during its first 20 years of life. “Thanks to your support”, he said, “Districash is today one of the largest tyre distributors in France”. The night ended with casino games and dancing.

## **Westlake**

The Hangzhou Zhongce Rubber Company Limited –maker of Westlake Tyres– was founded in 1958 and is the world’s 11<sup>th</sup> 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.

## **Districash**

The wholesaler Districash has spent 20 years in the French market offering a wide selection of tyre brands to over 6,000 customers. With a workforce of 185 people, Districash has all major brands of tires and, exclusive to France, offers brands as Westlake.





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 11<sup>th</sup> 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](http://www.aldobowi.com)

#### PR Contact

A. Oruna-Goriañoff/ Clara Roig Amorós / César Borreguero

[antonio.oruna@avalon-comunicacion.com](mailto:antonio.oruna@avalon-comunicacion.com)

[clara.roig@avalon-comunicacion.com](mailto:clara.roig@avalon-comunicacion.com)

[cesar.borreguero@avalon-comunicacion.com](mailto:cesar.borreguero@avalon-comunicacion.com)

#### AVALON PR

Avenida Concha Espina, 8, 7º Izda.

28036 Madrid – SPAIN

Teléfono: +34 915 631 011

Fax: +34 914 116 920

[www.avalon-comunicacion.com](http://www.avalon-comunicacion.com)

