



PRESS RELEASE

## Westlake Performs Strongly in 'Auto Bild' Winter Tyre Test

**London, 1 October, 2014.**– German motoring magazine Auto Bild recently published its annual winter tyre test. The Westlake SW608 tyre made it through the 'Top 50 Shoot Out' (based on winter wet braking performance) surpassing many more established brands. Its braking distance of 37.9 metres compared very favourably with the eventual test winner with 36.4 metres and far ahead of many 'economy' brands whose stopping distances were several metres longer.

When compared thoroughly over many parameters with the 'Top 15' tyres –Auto Bild spent two weeks testing them across Europe's different climate zones – Westlake was handed a positive summary by the magazine which stated that among the SW608's strengths were its "balanced driving behaviour and good performance in wet surfaces", mentioning too that Westlake was the best value for money option, having achieved first place in the cost-per-kilometre comparison.



Mr. Nigel Hampson, Head of Business Development for Zenises, distributor of Westlake in several key European markets, commented that: “This test certainly helps reinforce our message that Westlake offers a quality product at a very competitive price. Not only did the SW608 hold its own against many well-known European brands, it was also a vindication of the company’s dedication to technical progress that the Westlake performed so much better in wet braking than over 20 ‘economy’ brands and also compared with many better known European names. Increasingly, tyre professionals are recognising Westlake as the best quality ‘value’ tyre brand which, most importantly, delivers a strong level of safety performance – especially in wet wintry conditions”.

#### PR CONTACT

Sandro García  
[sandro@avalonprplus.com](mailto:sandro@avalonprplus.com)

César Borreguero  
[cesar@avalonprplus.com](mailto:cesar@avalonprplus.com)

**AVALON PR +**  
Edificio Sollube  
Plaza Carlos Trías Bertrán 7  
Sollube III Norte  
Planta 5ª  
28020 Madrid–SPAIN  
Web: [www.avalonprplus.com](http://www.avalonprplus.com)





[www.westlaketyres.com](http://www.westlaketyres.com)

Road, meet rubber.

