



PRESS RELEASE

Zenises and Westlake Sponsor Prestigious Luis Climent Driving School

London, 18 February, 2016.– Multinational Zenises Group, which distributes and markets the extensive brand of Westlake passenger tyres, has announced an agreement with the Luis Climent Driving School, based at the prestigious Ricardo Tormo race circuit in Valencia, Spain.

As well as becoming the official tyre provider for their entire fleet of on and off-road vehicles, Zenises and Westlake in conjunction with the Luis Climent Driving School have launched a number of new and exciting initiatives aimed at drivers wishing to improve their road skills as well as race and track day users.

This includes an educational program for end consumers in order to provide thorough and practical advice on how to manage their tyres.

Zenises European General Manager, Jorge Crespo, said: “The first initiative involves the circulation of more than 10,000 educational guides on the correct use and management of performance tyres for drivers. The program will also include special driving experiences and also training days for the professional driver”.

Zenises will be also be hosting an event in the near future where guests will be able to try out for themselves Westlake’s performance on the track.





Mr. Crespo added: “There will also be some performance test days, where new tyre product developments will be evaluated to exacting standards and benchmarked against competitor products. We are very excited by this development and our new association with the highly regarded Luis Climent Driving School at the prestigious Ricardo Tormo race track”.

Westlake representatives visited the premises earlier this month in order to witness the high quality of the off road and track circuits.

Attending the signing of the official sponsorship agreement were Jorge Crespo, Zenises Group’s European General Manager, Juan Orellana, the Group’s Sales Manager for Spain and Portugal, as well as Nick Zhou, European Sales Manager of Zhongce Rubber (Westlake Tyres). Nacho Fernández, the School’s Marketing Manager, and its Technical Director, Tomás Rufica, were also in attendance.

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