

## Westlake Tyres to sponsor the NTDA's Annual Golf Day

- Westlake Tyres will provide the event's winning cup
- The annual date will be renamed as the Westlake NTDA Golf Day
- Westlake Tyres will sponsor NTDA's Annual Golf Day in September

**London, 7 June.**– Westlake Tyres, manufactured by ZC Rubber –the world's 10<sup>th</sup> largest tyre maker and China's biggest producer of rubber products– will sponsor the NTDA's Annual Golf Day which will be held on the 15<sup>th</sup> of September at the Oxfordshire Golf Club and which henceforth be known as the Westlake NTDA Golf Day.

"Westlake Tyres strongly believe that the NTDA is doing a great job of promoting the interests of tyre retailers to a higher professional standard and that is why it is an enormous pleasure sponsoring their Golf Day event. We really look forward to strengthening our partnership with this particular trade association in the UK" stated Mr Jorge Crespo, European General Manager of Eskay Tyres.

NTDA National Officer, Peter Gaster, stated that: "We welcome Westlake's involvement in what is already one of the highlights of the tyre industry's social calendar. Not only will the sponsorship increase awareness of the Westlake brand, but what they have planned for the Golf Day will greatly enhance the event. Westlake has, over the past nine years, become a well-established brand in the UK and this sponsorship underlines the already-close relationship between the brand and many UK tyre dealers".

Westlake will provide a unique trophy, to be played for every year, with the competition winner picking up a replica to keep.





The Westlake NTDA Golf Day is open to all Association members, from the largest national groups to the smallest family run businesses –whether retailers or suppliers– and on the day, participants will be placed in various divisions, according to handicap.

The Westlake team will also play and will be represented by Jorge Crespo and Clive Mansfield, Eskay Sales Manager. "The Annual Golf Day has always been a popular and prestigious event, but having Westlake on board and involved has raised the bar", stated Richard Edy, Director of the National Tyre Distributors Association.

The Westlake NTDA Golf day will culminate in a dinner for all guests, hosted by Westlake Tyres, after which various prizes and awards for the successful golfers will be handed out. This is the first time that this event will be held and it will be a fitting and relaxing end to what is usually a keenly contested golfing day.

#### **PR CONTACT**

Anthony Oruña-Goriaïnoff  
[anthony@avalonprplus.com](mailto:anthony@avalonprplus.com)

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

Clara Roig Amorós  
[clara@avalonprplus.com](mailto:clara@avalonprplus.com)

#### **AVALON PR +**

Avenida Concha Espina, 8, 7º Izda.  
28036 Madrid – SPAIN  
Tel.: +34 915 631 011  
Fax: +34 914 116 920  
Web: [www.avalonprplus.com](http://www.avalonprplus.com)

