

## **Westlake and Vacu-Lug Celebrate Expanding U.K. Partner Network**

**London, 12 June, 2013.**– The Al Dobowi Group and Westlake, the flagship brand from Hangzhou Zhongce, now China’s largest tyre maker, recently joined forces with its authorised U.K. distributor for TBR tyres, Vacu-Lug, to host an inaugural Westlake U.K. Partners Day.

The event was held at the Land Rover Experience Centre at Rockingham Castle (Leicestershire) and, before the opportunity to try some serious ‘off-roading’, Al Dobowi Group and Vacu-Lug management presented the impressive Westlake TBR tyre line-up to the invited participants. The tyre-maker’s strategy for the European market was also discussed in conjunction with Vacu-Lug’s own vision for the Westlake brand in the United Kingdom.

Mr. Tim Hercock, from Vacu-Lug’s said: “Since our distribution of the Westlake brand began earlier in 2013, demand for Westlake TBR products has grown steadily. Our fleet customers have already expressed their approval of Westlake product quality and performance, and now our focus is to drive this success throughout our network of independent truck dealers. Our first Westlake Partners Day was a huge success and we look forward to making this an annual event”.

Mr. KK Singh, European TBR Sales Manager for Al Dobowi added: “It was great to receive such a positive reaction to the Westlake product range from all participants. With the support of the Al Dobowi Group and Vacu-Lug, we look forward to further expanding Westlake in the U.K. commercial vehicle market”.





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