

**Issue 6 – February 2012**

**Sailun to the fore at Pneus Expo**



Sailun tyres were very well represented at the inaugural Pneus Expo show held recently at Eurexpo, Lyon, France.

Both the passenger car tyre and the radial truck tyre Sailun ranges were on show.



The passenger car tyres were highly visible on the stand of the La Rochelle based distributor, Districash. The Managing Director of Districash, Jean-Philippe Moyet observed: "We have had a large number of high quality enquiries regarding Sailun tyres. We have had a great start to our new trading relationship and fully expect to exceed our 2012 volume predictions. Demand is high for both Sailun summer and Sailun winter passenger car tyres."



The Sailun radial truck tyre range was exhibited on the stand of DPI – Doumerc Pneus International. Patrick Doumerc commented, "Sailun is an excellent brand to represent – it totally complements our existing range and we are very excited in adding Sailun to our line up. We have had a lot of enquiries and anticipate a high order conversion rate."

It was evident that the new Pneus Expo show was visited by delegates from many European countries – there was an excellent quality of discussion and debate surrounding the key issues from within the European tyre industry. The dates for the 2013 show have already been published!

For further information regarding Sailun, please visit [www.sailuntyre.com](http://www.sailuntyre.com).

For further information regarding Districash and Doumerc, please visit [www.districtcash.fr](http://www.districtcash.fr) or [www.doumercpneus.net](http://www.doumercpneus.net).

For further Sailun marketing and press release information, please contact Richard Nicholson either by email ([rnicholson@sailuntyre.eu](mailto:rnicholson@sailuntyre.eu) or [Richard@2112marketing.com](mailto:Richard@2112marketing.com)) or telephone (+44 [0] 7917 402112).