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Sailun to exhibit at Reifen for the first time

Following a very successful series of exhibits in 2011 at Autopromotec (Bologna) and SEMA (Las Vegas), Sailun have decided to exhibit at the forthcoming Reifen 2012 show.



Sailun stand at Autopromotec 2011 – staffed by Martin West (European Managing Director) and Tony Archer (European Operations Director).

The 160 sqm Sailun stand will be in Hall 6, number 240.

The stand will feature the full range of Sailun passenger car, light truck and radial truck tyres – also featured will be the new light truck and SUV tyre – the Sailun Terramax CVR. The Terramax CVR is available in 18 sizes and has the following high quality features:

- V-sipes with activators for increased traction in all weather conditions.
- Interlocking centre rib designed for a smooth and controlled ride with 4 deep channels to help expel water
- Environmental Friendly Technology:
 - EFT green technology for the latest eco-friendly materials and processes

It is also rumoured that a new UHP passenger tyre will be unveiled.

The inaugural Sailun stand at Reifen will be worth visiting Hall 6 for. Many of the leading European passenger car and truck tyre distributors have recently become partners with Sailun – the company has also recently announced substantial brand investment, including the opening of a new warehouse and the purchase of an additional manufacturing facility in Vietnam.

Martin West, European Managing Director of Sailun, commented – “As the Sailun brand continues to establish itself in the European market and grow market share, we are delighted to be showcasing the range of Sailun patterns at Reifen 2012. Sailun extends a warm welcome to all visitors to our stand in Hall 6. We look forward to seeing you in Essen.”

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