

Issue 15 – August 2012

Sailun – launch of a new distributor support programme – Sailun Select

Following an exclusive preview premiere at Reifen 2012, Sailun Tyres Europe have officially launched a new distributor support programme – Sailun Select.



With all the programme details in a single A5 reference file, Sailun Select provides passenger car, light truck and truck tyre distributors across Europe with a one-stop guide to the company, its products and its support package.



Prefaced by a personalised welcome letter from Martin West (Managing Director, Sailun Tyres, Europe), the Sailun Select file is separated into 7 distinct sections:

- Introduction
- PCR Range
- TBR Range
- Marketing
- Training and Technical
- Logistics
- Contacts and Notes



The programme file will be added to and updated on a regular basis.

West commented – “We wanted to provide a complete single reference guide covering all aspects relating to Sailun. We want to help our distributors to fully understand and appreciate the Sailun company and total support package – our distributors will be able to develop and implement local initiatives which will support the global and European brand proposition.”