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### Focus on Cyprus – Focus on Kapodistrias

In April this year, Sailun Tyres were delighted to appoint Chr. Kapodistrias & Sons Limited as their sole distributor of passenger car and radial truck tyres in Cyprus.



Kapodistrias is the largest automotive parts company in Cyprus – its slogan is “We Keep Cyprus Running” – Kapodistrias is an importer, a distributor and a retailer.

A privately-owned family company, KAPODISTRIAS was founded in 1969. Headquartered in Nicosia, it now has 7 retail stores and a new Technical and Training Centre. It is the country’s market leader.



As Joint Administrative Director Constantinos Kapodistrias commented – “We are delighted to be entering into a partnership with Sailun Tyres. Our company mission is to be the preferred supplier of high quality automotive parts in the market and to be constantly providing excellent quality products – Sailun fits in with this mission perfectly.”

KAPODISTRIAS and Sailun have agreed a number of brand awareness and marketing communication initiatives aimed at generating interest and stimulating sales and growth for the Sailun product range in Cyprus.

The activities include:

- Radio commercials
- Advertisements in local magazines & press
- Press releases
- Leaflet distribution to customers
- Participation in a local automotive exhibition
- Appearance on Rally and Racing cars & events
- Event evening in Nicosia with a joint presentation & cocktail party for, key existing, and potential new, customers



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και στους δρόμους της Κύπρου

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Martin West, Sailun’s European Managing Director added – “We are absolutely delighted to be in partnership with Kapodistrias – they are a truly professional company, and in 6 months have shown an excellent strategic insight into the development of the Sailun brand into the Cypriot market. We look forward to a long and successful relationship.”

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

