

New Brand Guidelines

Sailun Tyres are delighted to publish a new set of brand guidelines. Please see attached pdf document.

Incorporating our new strap line "With You Through Every Turn", the guidelines outline the way we would like the Sailun brand to be represented across all of the European, Middle East and African markets.

"With You Through Every Turn" will be phased in gradually over the next few months and will be applied to all new advertising and promotional media.



"With You Through Every Turn" has been developed following a series of North American research exercises involving consumers, dealers, distributors and competitors.



Using a variety of research tools, the analysis and subsequent findings focussed on the need for Sailun to continue to provide and develop three principal core values:

- Quality – manufacturing process, research and design, testing facilities
- Trust – competent, honest people, physical resources
- Support – marketing programmes, logistics



These core values are embodied in the strap line "With You Through Every Turn".

All future centrally-produced branded merchandise, point of sale materials, event and show materials and print and web site media will embrace the new strap line.



Martin West, Managing Director, Sailun Tyres, EMEA commented: "As the brand grows throughout the region and new markets are introduced to the Sailun tyre portfolio, it is imperative that the brand has consistency and clarity in what it stands for and in how it is represented both centrally and by our distributor partners. We are here to support you – please introduce 'Sailun Tyres – With You Through Every Turn' to all your staff, customers and promotional materials."

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).

