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All change in Norway

As a result of its recent purchase of P. Holth, Sailun's new Norwegian distributor is Norgesdekk.



The Sailun distributor agreement with P. Holth for Norway was an additional attraction for its eventual purchasers.

The new and enlarged Norgesdekk company will have five locations throughout Norway and the acquisition will significantly increase the product offering and service levels in the metropolitan Oslo area.

Norgesdekk is already one of the largest independent wholesalers in the Norwegian tyre and wheel market.



Norgesdekk itself was purchased from Dekk1 Holding AS in 2011 by its original founder Arne Stangeland and his colleagues of many years, Sveinung Uelan, Jone Stangeland, Lars K Skaar and Alf B Haarvei.

P Holth was founded in 1992 by Petter Holth. He built the business into a 110 million Norwegian krone (€15 million) business. Following the acquisition, Petter Holth will become an active shareholder in Norgesdekk AS.

Martin West, Managing Director of Sailun Tyres, EMEA, commented – “We are delighted to be able to transfer our Norwegian distribution to Norgesdekk. Arne and I have already met and have exchanged our respective vision and goals – we are very confident that we will continue to grow the Sailun brand across all of Norway with Norgesdekk.”



Arne Stangeland (above) added – “One of the original attractions of the P. Holth acquisition was the Sailun distributorship in Norway – Sailun is a growing brand – in reputation, in quality standards and in market share. We look forward to working with Martin and his team developing the brand throughout Norway.”

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