

Issue 24 – March 2013

Sailun – Showtime!

Sailun Tyres are committed to an ongoing programme of raising brand awareness throughout Europe, Middle East and Africa (EMEA).

Part of this programme is to ensure that our distributor partners are supported at local shows and that there is the maximum Sailun brand presence on all distributor stands.

Sailun support this programme with the supply of compliant artwork for stand graphics, literature and brochures in local languages and Sailun-branded merchandise for stand giveaways (pens, paper pads, carrier bags and baseball caps).

Our 2013 support programme has already commenced with Sailun brand presence at four stands at Pneu Expo in Lyon, France last week.



Sailun was represented by Disticash (PCR distributor - France), Doumerc Pneus International (TBR distributor – France), Dinamic 94 (PCR and TBR distributor – Romania) and Handloplex (PCR and TBR distributor – Poland).



Our brand awareness strategy continues with an exclusive Sailun stand at the Tires and Rubber Show being held in Moscow, Russia – at the Expocenter between April 23rd and 26th. Our stand will focus on key patterns and sizes from both the passenger car and truck tyre ranges. Present at our stand will be representatives from our recently appointed Russian truck tyre distributor – Optshintorg.



Future brand representation is also planned at the following shows:

- The Commercial Vehicle Show, NEC Birmingham, UK, 9-11 April
 - We will be exhibiting on 50% of the Kirkby Tyres stand



- Kapodistrias Customer Show, Nicosia, Cyprus, 28 April
 - Sailun have a 27 square metre stand at this inaugural customer trade show



- Autopromotec, Bologna, Italy, 22-26 May
 - Sailun will present on the following stands:
 - Felsinea (PCR)
 - Farnese (PCR)
 - Intergomma (TBR)



- Equip Auto, Paris, France, 16-20 October
 - Sailun will be present on the following stands:
 - Disticash (PCR)
 - Doumerc Pneus International (TBR)



- Solutrans, Lyon, France, 19-23 November
 - Sailun will be present on the Doumerc Pneus International stand



Martin West, Managing Director, EMEA, commented – “Raising brand awareness across the region is a major objective for 2013. We recognise the importance and value of individual shows within specific markets and will support distributor activity at these shows. We want to ensure that the equity of the Sailun brand is enhanced and increased – brand awareness and show presence are critical aspects of the achievement of this goal.”

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