

Issue 25 – April 2013

CV Show 2013



The annual Commercial Vehicle (CV) Show was held recently at the National Exhibition Centre, Birmingham, United Kingdom – and alongside many of the major automotive brands, Sailun Tyres were present – and prominent.

The CV Show is the largest and most comprehensive road freight transport event staged in Britain, catering for every operator's requirements from truck, van and trailer manufacturers through to handling equipment, insurers, tyre, telemetry and training providers, fuels and lubricant suppliers - attracting over 16,000 high quality visitors with real buying power.

Sailun Tyres occupied a proportion of the large Kirkby Tyres stand in Hall 5. Kirkby Tyres are acknowledged as one of the leading UK distributors of truck, agricultural, plant and quad tyres, and are the sole distributor of Sailun truck tyres in the UK and Ireland. All the TBR product range was on display – 16 Sailun tyres in total.

Feedback from the stand indicated there were many enquiries interested in the Sailun Tyre range and that for Kirkby Tyres, the show was "our best ever".



Martin West, Managing Director, Sailun Tyres, EMEA commented – "This form of prominent collaboration and serious Sailun brand and product exposure demonstrates our commitment to supporting our local distributor network for both passenger car and truck tyres. There is substantial mutual benefit to be gained – our journey towards brand recognition and recommendation is gaining momentum. We were delighted with the initial feedback from the CV Show and remain firmly in support of similar local initiatives."

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