

Issue 26 – May 2013

**Tires and Rubber Show, Moscow, April 2013**



For the first time, Sailun exhibited at the Tires and Rubber Show held in the Moscow Expocenter between April 23<sup>rd</sup> and 26<sup>th</sup>. The show occupied Pavilion 3 and the 42sqm Sailun stand was located on the mezzanine floor in an excellent position adjacent to the main Pavilion entrance.



The stand was manned throughout the show by both Sailun personnel and also supported by representatives from one of Sailun's Distributors; Optshintorg, who were there to assist with local End User TBR enquiries.

The overriding objective behind Sailun's participation in the show was to further raise the profile of the brand, to demonstrate our desire and intent to penetrate the Russian market and to meet both existing and prospective distributors. In addition, there was an opportunity to be introduced to potential partners from outlying Eastern European countries and for Optshintorg to meet their dealers and to present the Sailun range.

The stand was populated with 16 Sailun tyres (all on rims) – 9 patterns from the PCR range and 7 patterns from the TBR range. The PCR focus was directly correlated to the Russian market – SUV tyres and winter tyres were of prominence with the studdable Winter range creating high interest because of the severe Russian Winter conditions. The substantial Russian TBR market meant that all patterns, sizes and applications would be covered.



Several introductory and strategic development discussions were held across the three separate meeting areas.

The overall look and feel of the stand was wholly consistent with previous Sailun brand event representation. The stand also featured vivid Russian-language product graphics incorporating features and benefits which complemented the strong overall tyre displays.



The feedback at the show was very encouraging and the quality of the stand visitor was overall exceptionally high.

For Sailun, there were numerous high quality leads (from both Russia and other countries) for future follow-up and consideration. In addition, Optshintorg received numerous dealer enquiries which will result in an upturn of Sailun sales via this channel.

The overall conclusion was that there was a clear Sailun brand message – a quality brand had arrived in Eastern Europe, and specifically Russia – with high quality personnel, excellent technical support and a developing channel of distribution.

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