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Autopromotec, Bologna, May 2013



In association with its Italian distribution partners, there was an extremely strong Sailun brand presence at the recent Autopromotec trade fair held in Bologna.

Sailun passenger car tyres were prominent on both the Felsinea and the Farnese stands (Hall 20).



In addition, the whole of the Sailun truck tyre range was displayed on the Intergomma stand.

Commenting on the importance of Autopromotec, Martin West (Managing Director, EMEA, Sailun Tyres) said – “As it alternates annually with the Reifen show, it is very evident that Autopromotec is regarded as the most important European tyre trade show in 2013. Not only are we delighted to be able to support our three Italian distributors, but the quality of visitors and the number of distributor development interactions was very impressive. We are committed to maintaining a strong brand awareness programme and our presence in Bologna was very beneficial to all parties.”

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