

Italy - Sailun Tyre Distribution

Sailun Tyres (Europe) are delighted to announce a re-alignment of its distribution arrangements in Italy.

As of January 1st 2014, the passenger car, light truck, 4x4 and winter tyre distributor will be Vetralla-based Farnese Pneumatici S. p. A.



Sales and Marketing Director, Rinaldo Farnese explained: “Our nationwide network of depots, dealers and sales agents makes us an excellent national fit with Sailun. Sailun is a quality value tyre whose reputation and market share is growing every month. We look forward to distributing their excellent range of summer and winter tyres across all of Italy.”

Martin West, European Managing Director for Sailun Tyres, commented: “We are constantly striving to improve our channels of distribution – the Italian market is hugely important to us and the new distribution arrangements will see improved service, delivery and brand focus for all the customers of our carefully-selected distributors.”