

Atrezzo ZSR – tested in France

In conjunction with our passenger car tyre distributor in France, Districash, Sailun Europe organised and managed a tyre test drive event held in the picturesque location of Lohéac, Brittany, France.



In addition to key Districash dealer customers and local trade press, also invited were some other local European distributors and representatives from national trade publications.

The group participated in a number of controlled driving experiences in a variety of cars all fitted with the new high performance Atrezzo ZSR tyre.

The tests were designed to see how the tyre performed at speed, in the wet and through some severe cornering. The overwhelming conclusion of the both the professional drivers and the delegates was that the product was of the highest quality. It even performed well when driven by the experts in both a Corvette and a Porsche.



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The introduction of the Atrezzo ZSR demonstrates our increasing response to the performance demands of the European market. The initiative surrounding the ZSR is indicative of our commitment to the ongoing creation of European-specific products and our development and growth strategy for the region.

As Martin West commented – “The event was a resounding success – great location, great track, great driving, great fun – all our customers and guests had a fantastic time – the product was proven to be of high quality and we will endeavour to repeat the concept and involve more of our partners in this type of experience.”



youtube.com/SailunTires

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