

Sailun Tyres – all around the world!

Iceland

As part of an ongoing feature highlighting the presence of Sailun Tyres in a number of localities, this edition of Sailun Mail features Mitra – our PCR and TBR distributor in Iceland.



Iceland is located between the North Atlantic and the Arctic Ocean. It has a population of 329,100 and an area of 103,000 km², making it the most sparsely populated country in Europe. The capital and largest city is Reykjavík.

Reykjavík and the surrounding areas in the southwest of the country are home to over two-thirds of the population.

Reykjavík is also the home of Mitra. Mitra was founded in 1996 – literally, Mitra is an ancient Iranian-Aryan god, popular in the Roman Empire.

The Managing Director of Mitra is Magnus Arnarson – “We are delighted to supply Sailun Tyres to our customers in Iceland. The product portfolio is of a very high quality – and the tyres represent exceptional value. We have been working with Sailun for over 4 years – we look to proactively promote the brand locally with vehicle livery (see below), local advertising and local sponsorship. We look forward to continuing to develop and grow our relationship with Martin West and his team.”



For further Sailun marketing and press release information, please contact Richard Nicholson either by email (RNicholson@sailuntyre.eu) or telephone (+44 [0] 7917 402112).