

News from Europe...

Sailun's Winter Tyres in Action at Alpine Track-Test Event

Sailun's winter tyre range was put through its paces recently in the dramatic and beautiful setting of Val d'Isere in the French Alps.

Guests included customers of Districash, the Sailun French PCR tyre distributor, and a number of French tyre press journalists, who took part a demanding series of driving activities on a challenging ice and snow course.

Both identical days (one for the press and one for the dealers) started with corporate presentations by Sailun and Districash which focussed on their successful partnership together. Then it was onto the track, where, accompanied by professional drivers, the guests tested their driving skills in performance BMW saloon cars fitted with Sailun's Ice Blazer tyres.



On courses designed for slalom, speed, agility and cornering, they had the opportunity see how well the Sailun winter range performed. "It was a real eye-opener and everyone recognised the hold, grip and traction capabilities of the Sailun tyres," commented Jean Philippe Moyet, Managing Director, Districash.

Independently, Jerome Fondraz of Le Pneumatique remarked "I was very impressed, and slightly surprised, at the driving quality of the Sailun tyres – they were exceptional in very tough winter driving conditions." Drivers also had the chance of driving a BMW fitted with summer tyres in order to experience and recognise the real difference winter tyres can make in freezing conditions!



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“We’re delighted with the performance of our Ice Blazer winter tyre range,” said Martin West of Sailun Europe. “The track-test event has shown the positive difference they can make to safer driving when the temperature drops.”

The track-test event was held in December 2013.

[Click here to see footage of this exciting event!...](#)



Sailun’s Swedish Showcase

Auto Massen, Scandinavia’s leading aftermarket trade show, was a great opportunity for Sailun to further raise their increasingly-high profile in Northern Europe.



The show, held in Gothenburg from the 15th to the 18th January, saw the Sailun range feature prominently on Gummigrossen’s impressive stand. White display panels floating in front of a strikingly-lit purple wall, provided a dramatic focus for the patterns on show.

“The show was a great success for us – we received a lot of enquiries and interest in Sailun,” commented Gummigrossen’s Mats-Ove Eriksson. “We have raised brand awareness and enhanced the brand profile – which will result in increased order levels and additional sales.”

