

# Sailun heads north!

**The Automessen show in Lillestrøm, Norway presented the ideal venue for Sailun to showcase its line-up for the Scandinavian market.**

Taking this opportunity to drive deeper into Norwegian, Danish, Finnish and Swedish territories, Sailun supported distributors Norgesdekk with a branded zone on their stand featuring large format graphics, tyre displays and a competition to win an iPad.

Running from the 4th to 7th February, Automessen is a key destination for the Scandinavian automotive sector and provided great scope for Sailun to improve brand awareness.

Getting closer to the Arctic Circle meant focusing more heavily on Sailun's Ice Blazer winter line-up, with the WSL2 studless and the WST1 studdable patterns.

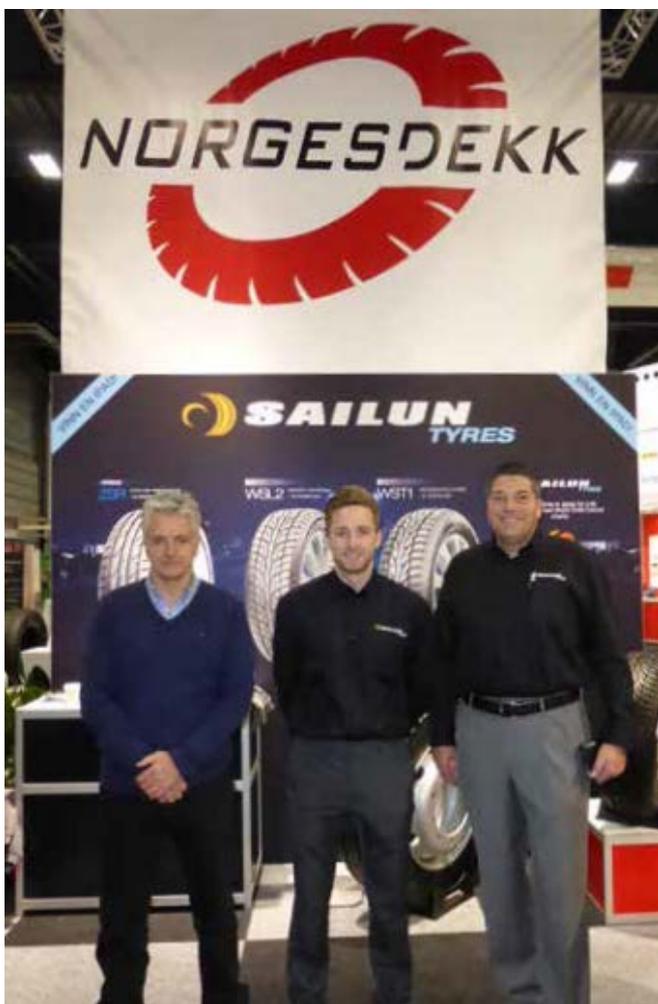
Recently the WSL2 performed impressively in independent tests ran by the Norges Automobil-Forbund (NAF), Scandinavia's largest consumer organisation. Its ability to equal Pirelli and beat Dunlop, Vredestein Nord, Kumho and Sunny patterns, is a strong endorsement of its quality and handling characteristics in challenging snow and ice conditions.



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Arne J Stangeland, Norgesdekk's Managing Director, was enthusiastic about the way Sailun's brand positioning has been strengthened by the tests: "It's great to have the confidence in a quality product that's capable of driving sales. Automessen is a great venue and the visitor profile we've had on the stand has exceeded our expectations." It's estimated that visitor numbers exceeded 12,000 across the four days with 68% thought to be key decision-makers.

"We're delighted with the results and feedback." said Martin West, Sailun Europe's Managing Director. "We recognise the efforts and energies of Norgesdekk too, and we're extremely excited to be working together in this way to enhance our presence and generate incremental market share."



Automessen 2105 was also one of the first occasions where Sailun has started to communicate its corporate sponsorship of the World Child Cancer Charity (WCC). We're really looking forward to supporting them and the official launch will be in early March this year – more details to follow soon, so watch this space!