

## Sailun Europe Continues to Expand!

### **We are delighted to announce the appointment of Michael Eckert as our Senior Product Marketing Manager (Europe).**

With over 18 years tyre industry experience in various roles with Michelin and Hankook, Michael brings a wealth of experience and knowledge to the ever-expanding Sailun Europe team.

At Michelin and Hankook, Michael excelled in a variety of senior roles related to truck tyres, racing and motorsport teams and responsibility for OE.

One of Michael's primary roles at Sailun will be the ongoing enhancement and continuous improvement of the European Sailun truck tyre pattern and size portfolio. This will include the development of specific solution-led applications, driven by the local needs and demands of both Sailun's professional truck tyre distributor network and major European truck fleet operators.

Martin West, Managing Director, Sailun (Europe) commented: "We are absolutely delighted to welcome Michael to the Sailun team. As our growth continues, we need to face the additional challenges and make sure we have the best people. We have been seeking someone of Michael's capability and experience for a long time – to bring him on board represents a great coup for the Sailun brand and will only enhance the overall offering and support we provide to our channel partners. We wish him every success with Sailun."

Fluent in four languages, Michael has project management experience in a number of areas – product launches, track events, product marketing, OE tyre development and technical writing.

Michael added: "I am personally very excited about the future with Sailun. In the short time they have been operational in the European market, Sailun have demonstrated a professionalism and quality which is synonymous with their product portfolio – I'm really looking forward to further developing the brand and their market share within Europe."

Michael will be based in Germany, where he lives with his elementary school teacher wife, Julia.

