

Premiering the Atrezzo ZSR at AutoZum!

Every other year, Salzburg hosts the key exhibition for the automotive sectors of Austria, Switzerland and Southern Germany: Autozum.

This year's event from January 21st to 24th saw Sailun supporting its German PLT distributor Reifen Straub, with powerful branding and tyre displays on their stand. The main focus was on the UHP Atrezzo ZSR, although other PLT patterns were featured too.

In addition Sailun sponsored dual-branded car park barriers at the entrances to the arena, providing further exposure – particularly important as the show was visited by over 23,500 professional trade visitors, which was a 2% increase from 2013.

Reifen Straub's CEO, Eugen Straub stressed the importance of this exciting joint venture: "We know that the commitment from Sailun can only help us to increase margins and promote our comprehensive offer."

Assisting our Reifen Straub partners were Michael Eckert, Sailun's Senior Product Marketing Manager and Martin Lumb, Sailun's Business Development Manager for Europe and the Middle East.

"We're delighted to be working together in this way." said Michael Eckert. "It's precisely the kind of professional co-operation we aim to foster across all our markets and make a valuable contribution to our mutual success."

