



PRESS RELEASE

## Zenises Hosts Inaugural Italian Partners Day

**London, 1 December, 2015** – Zenises recently held its first ever Italian convention to showcase the company's updated tyre brand portfolio at the historic 900 year old Castello della Castelluccia in Rome.

Fifteen partners from various Italian regions attended the gathering at which the 2016 brand development strategies in Italy were unveiled. In addition to cementing Zenises commercial agreements, new marketing concepts were also presented to ensure that the Italian market will be well served for 2016.

During the weekend, a number of 'R&R' activities were prepared for the Zenises partners and spouses (including trekking, horse riding, golf and spa treatments) so that business could be developed in a relaxing atmosphere. But the highlight of the event was the Casino night (with special Zenises currency) and the RistoTram, where the guests were transported, via a magical dinner evening, to view some of the most iconic architectural beauties that the Eternal City has to offer (including a private guided tour of the Colosseum).

The evening was accompanied by traditional Italian musicians and a memento was presented to each attendee (a ceremonial Ottoman dagger) - signifying the strong relationship between Zenises and its growing number of Italian partners.



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