

Zenises Sponsors 2015 Tyre Industry Conference

Zenises Group is the headline sponsor of the 2015 NTDA National Tyre Industry Conference to be held at Birmingham's prestigious International Convention Centre on 1st October 2015.



The extensive range of topics to be presented to the capacity audience will highlight current trends and topics highly relevant to today's tyre business, including: non-compliant and unsafe part-worn tyres; EU labelling and enforcement; the growth of economy tyre brands; environmental and safety issues such as the growing number of tyres being below the legal tread depth limit on replacement and general lack of consumer knowledge regarding tyre maintenance. Combine these with changes in consumer spending patterns, such as 'click and fit' online purchasing and day-to-day business issues such as maintaining market share and brand protection and it becomes clear that such a conference has been truly missing from the industry calendar.

Wayne Hemmingway MBE –founder of the Red or Dead fashion label– will be the event's keynote speaker.

Mr. Jorge Crespo, General Manager at Zenises Group, commented: "We are delighted to support the NTDA's initiative to re-launch the Tyre Industry Conference and bring together the U.K. tyre trade to highlight and discuss issues facing our industry and also the opportunities for greater understanding, awareness and progress. We hope this will be a key tyre calendar event for many years to come".

