PRESS RELEASE

**Z Tyre Further Develops Retail Presence in Spanish Market**

**London, 9 February, 2016** – Following its participation at the group’s annual convention in January, Z Tyre is pleased to announce a commercial agreement with Autia.

Until recently known as the Eurotyre retail network, the group was founded in 1993 and is fully owned by its 100 member shareholders. Reflecting the growth in its membership and a natural evolution of the network, Autia has been newly established to increase focus further on the end customer.

The partnership also works for Z Tyre, with its own focus on supporting growing retail operations throughout Europe. From 1 March 2016, Autia will offer Z tyres through its network.

Juan Orellana (Sales Director for Iberia) and Jorge Crespo (European General Manager) were both present at the recent convention and had the opportunity of experiencing first-hand the ‘attraction’ which the Z tyre high performance range drew from individual Autia members.

The new agreement will include bespoke Z brand point of sale material for Autia’s retail locations, the launch of a special tyre warranty with a clear focus on the end customer. Further sales initiatives are planned over the coming year with network members.

This is an exciting chapter that both Autia and Zenises (the owner and parent company of Z Tyre) agree will be fruitful for both parties in the near future and reflects the emphasis that Z Tyre places on supporting its growing number of established and successful retail partners.

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