



PRESS RELEASE

Zenises Hosts 2015 Westlake Partners Day in Brilliant Bangkok

London, 7 April, 2015.– From 14th to 17th March, at the five star Grand Hyatt Erawan in downtown Bangkok, Zenises recently celebrated its 2015 Westlake European Partners event. Joined by dealers and distributors from across Europe as well as by leading dignitaries from Zhongce Rubber (the producer of the Westlake tyre brand), Zenises co-ordinated several days of spectacular events to thank its guests for their participation in growing the Westlake brand over the past year.

Visits to amazing Buddhist temples and the world renowned ‘floating market’ were coupled with spectacular dining and entertainment, including ‘Dinner at the Dome’. Located on the 63rd floor of the State Tower, this is the highest alfresco restaurant in the world and Westlake guests were entertained by specially chosen musicians direct from Chicago, the home of rhythm and blues music.

The Partners Day finale highlight was a wonderful dinner cruise organised by the Banyan Tree Hotel, where guests danced the night away to the backdrop of a sultry Bangkok skyline.





This followed the Westlake conference at which Mr. Ge Gourong, Zhongce's CEO, expressed his thanks to those attending for continuing the development of the Westlake brand in Europe as well as laying out his vision for the brand going forward.

Building on its strengths in the commercial segment where Zhongce is now the third largest producer of tyres in the world, a new range of Westlake truck and bus tyres has been developed to support European growth based on the required performance criteria of the leading manufacturers of commercial vehicles.

In the passenger segment, Westlake plans to build on the growing popularity of its latest SA37 performance tyre range with further additions to this segment, as well as further introductions in its 2015 winter and 4x4 tyre line-up.

Mr. Jorge Crespo, European General Manager for Zenises, commented that: "It's been a great occasion for Westlake and the partners of Zenises to come together. The sights and hospitality have truly remarkable and have set the scene for our continued success throughout 2015. The new product range is really performing and the substantial investment in product research and development will definitely help strengthen the Westlake name in Europe".

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