



Treadsetters expand brand portfolio with Falken truck and bus tyres

Falken will be supplying truck and bus tyres to Telford-based distributor Treadsetters, to expand its UK distribution network for commercial vehicle tyres.

Offenbach, April 25 2013. Treadsetters, one of the UK's and Europe's principal wholesalers of commercial vehicle tyres, will be stocking Falken's range of commercial vehicle tyres for trucks and buses. Falken's tyres will join Treadsetters' expanding brand portfolio which has recently been exhibited at the 2013 Commercial Vehicles Show at the NEC in Birmingham.

Building upon successes in the consumer tyre sector, Falken's new distribution partnership with Treadsetters marks a strategic move to dramatically increase sales volumes of its commercial tyres into the market sector.

"Falken is looking to expand its distribution of commercial vehicle tyres within the UK market," says Matt Smith, Falken's UK and Ireland director; "We already work with Philip White Tyres to provide truck and bus tyres into the UK & Ireland; our additional commercial partnership with Treadsetters will extend our distribution network to supply even more of the customers within the commercial sector on the UK mainland."

"We wished to expand our tyre portfolio and capitalise on an opening in the market for mid-range commercial tyres," says Geoff Priest, UK Wholesale Manager at Treadsetters. "Falken's strong reputation in the industry for supplying quality consumer tyres, bolstered by its brand heritage, derived in part from motorsport, makes them the perfect choice to fill the gap in the market."

"Unlike other brands, Falken manufactures its tyres in its home country of Japan. As such Falken can offer high quality tyres, with features such as four belt casing, at cost-effective prices," adds Priest, "Combining competitive pricing with solid durability and quality, is an attractive proposition to truck and bus companies."

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About FALKEN Tyres Europe:

The technology and development of Falken High Performance Tyres and their driving characteristics have for many years been derived from motorsport, most recently its participation in the American Le Mans Series and Nürburgring 24 Hours. Tyre technologies developed on track are often transferred to the road, offering improvements in wet and dry grip, efficiency, feeling and control.

Falken is a brand of Sumitomo Rubber Industries Japan, with European headquarters in Frankfurt. In Europe, Falken has aggressively expanded its product range, launching new products in new sectors and niches across Europe. Falken's current products range from the track-inspired AZENIS series including the latest FK453 flagship through to the efficient and innovative ZE914 and the rugged all-terrain WildPeak A/T and cold weather EUROWINTER HS449.

All FALKEN products fulfil the ISO standards 9001 and 14001. For more information visit www.falken-europe.de or www.facebook.com/falkenmotorsports