



# FALKEN named best passenger car tyre distributor in Austria

*FALKEN beats other leading tyre brands for Austria's most prestigious industry distributor award*

FALKEN has beaten off stiff competition from leading industry players to win the award for best car tyre distributor in Austria. The awards are presented by the Association of tyre specialists in Austria - Verband der Reifenspezialisten Österreichs (VRÖ). The Association's members are tyre manufacturers and importers and the results are based on a survey of all members every two years.

The best car tyre distributor award 2013/2014 was accepted by Günther Riepl, FALKEN'SI Director of Austria, Switzerland and Eastern Europe at the industry event on Friday 23rd January 2015. He praises the award "as the highest honour and most prestigious prize for the tyre industry in Austria."

Günther Riepl is also keen "to acknowledge the hard work and support of everyone at FALKEN, from the management team, to administration, delivery and customer service, the sales team, finance and brand identity."

He says "This award is a great way of continuing to improve as a trusted partner for our customers, now and into the future". Second place was awarded to Apollo-Vredestein and third place to Continental-Semperit.

Pressekontakt Unternehmen: FALKEN Tyre Europe GmbH, Nadine Cerone Tel.: 069-247 52 52 – 64, Fax: 069-247 52 52-11, E-Mail: [n.cerone-schatz@falken-europe.de](mailto:n.cerone-schatz@falken-europe.de)

For UK press enquiries: Elan PR Ltd, Nick Bailey, Tel: +44 (0) 1295 740811, email [nick@elan-pr.com](mailto:nick@elan-pr.com)

## **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](http://www.falken-europe.de) or [www.facebook.com/falkenmotorsports](https://www.facebook.com/falkenmotorsports)