

SAILUN is the official tyre partner of the Fédération Internationale de l'Automobile (FIA)

Frankfurt, 15 April 2024 SAILUN celebrates the premiere of its SAILUN tyre brand in the 2024 motorsport season and becomes the official tyre supplier of the Fédération Internationale de l'Automobile (FIA) in various racing series. "Racing series offer us ideal platforms and also serve as rolling laboratories. Our broad-based involvement in racing ensures that we can continue to drive innovation in the areas of safety, performance and sustainability in the future," emphasises Stephan Cimbal, Director Marketing at Sailun Europe. From the 2024 season, SAILUN will supply racing tyres for various international professional events, including the FIA F4 Chinese Championship, the TCR Asia International Series, the China Touring Car Championship (CTCC) and the Superrace Championship in South Korea. "Racing at FIA level is perfect for demonstrating sustainable performance. Motorsport has always been an ideal platform for developing, testing and trialling advanced technologies that can be used in mass production. "From the racetrack to the road" is a proven theme for premium manufacturers in all areas of the automotive industry."



In recent years, SAILUN has also made significant progress in the field of racing tyres thanks to its pioneering technological innovations and growing production capacity. As a result, SAILUN's current range of tyres offers superior performance to racers in a variety of motorsport series thanks to its experience in numerous high-profile global events and its commitment to constantly pushing the boundaries of tyre performance. In the future, SAILUN will apply the knowledge gained in motorsport to the technology of car tyres for everyday use. A further aim of the international motorsport commitment is to significantly increase the company's presence among customers and consumers worldwide, thereby increasing brand awareness and opening up new avenues and potential for European and global markets.



Notes for editors: **SAILUN - Facts & Figures**

SAILUN Tyre is part of the globally operating SAILUN Group, which was founded in 2002. Started as a technology and testing platform for tyres, the group is now the twelfth largest tyre manufacturer in the world and the eleventh most valuable and fastest growing brand.

To serve international markets around the globe, the SAILUN Group has a worldwide distribution network and numerous logistics centres in North America, Europe, Australia and Asia. With a total production capacity of more than 80 million truck and car tyres and 160,000 tonnes of special tyres in 2022, SAILUN supplies customers in more than 180 countries and regions around the world.

300 specialists are researching the tyres of the future and are constantly working with universities and research institutes to improve the new generations of tyres and make a sustainable contribution to customers, partners and the environment.

More information: www.SAILUN-tyres.eu

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