



Infinity Tyres – Best Ever Month!

Infinity Tyres have been available in Europe for just over 6 years. Having quickly established a credible distributor network in the key markets and recently investing in a highly successful brand awareness and image building programme, Infinity have reported their best ever sales month (turnover) for July 2010. This represents a massive 60% year on year growth and Infinity sales are tracking so that by the end of September 2010 (9 months) they will have already surpassed 2009 total year sales figures.

There appear to be a number of prevailing factors leading to the record month for Infinity:

- Highly prominent and visible presence in Hall 3 at Reifen 2010
- New, clear product concept – “Welcome to Infinity World”
- Heavy multi-lingual national trade press advertising campaign
- Focus on key patterns, key sizes and competitive pricing

As well as appointing key partners to cover major markets – Germany, Italy, UK, Spain – successful distributor partnerships are now well established in Benelux, Republic of Ireland, Portugal, Austria, Poland and Hungary. Such is the demand and interest in the Infinity brand that new exciting developments within “green shoot” markets have been forthcoming – new distributors agreements have recently been signed up to cover Greece, Lithuania, Bosnia, Latvia, Malta, Israel and Cyprus.

Aligned to the investment in the brand and the maturing of the distributor network, is the manufacturers’ enhanced commitment to research, design, product development and testing. The factory have recently appointed a number of new tyre professionals and also announced a series of technological investments, ranging from increasing capacity through to the building of a new on-site tyre test track facility.

Clive Mansfield, Sales Manager (Western Europe) commented – “We have had a fantastic level of interest in Infinity – with the investment in the infrastructure and the promotional support behind the brand, we have been able to respond to the interest, and to the orders placed, and fulfil to meet customer’s needs. July has been a great month – we are very confident of sustaining the turnover levels throughout the rest of the year.”

The overall positioning of the Infinity brand – conceptually appealing, available through a high-quality, professional distributor network, and positioned at a competitive price with the quality economy brand segment – has created a substantial increase in demand for the range of Infinity tyres (there are Infinity patterns available for PCR, Van, Truck, Winter, 4x4, OTR, Agricultural and Industrial tyres).

For further information, visit www.infinity-tyres.com or call the European Sales Office on +44 208 200 2367.