

Press Release  
Structural Changes Infinity Tyres (Europe) Limited  
October 2009

Infinity Tyres (Europe) Limited is delighted to announce the recruitment and employment of two new senior executives.

Martin Lumb joins as Sales Manager, East Europe, and Martin West joins as General Manager, Europe.

Prior to his appointment, Martin Lumb was Regional Manager (Mediterranean) for Goodyear, responsible for the development of key markets, such as Libya, Egypt and Lebanon.

Having originally been employed as a graduate geologist in Cyprus and a financial consultant in Egypt, Martin has been in the tyre industry for over 18 years. Martin will be based in Austria and have commercial and sales responsibility for the existing and developing markets of Eastern Europe.



Martin Lumb,  
Sales Manager, East Europe  
Infinity Tyres

Martin West was previously Director, European Marketing and Business Development of Lassa Tyres in Europe and before that with Goodyear in the UK, where he held a number of roles in both the manufacturing organisation and the retail unit, Hi-Q. Martin's last role at Goodyear (UK) was General Manager, Retail Development.

Martin will be based in the UK and will have overall commercial and logistics responsibility for the existing Infinity markets and for the development of new markets for the brand.



Martin West,  
General Manager, Europe  
Infinity Tyres

Harjeev Kandhari, Director of Infinity Tyres (Europe) Limited, commented: "We are delighted to be bringing two such experienced and qualified individuals into our team. Not only does it demonstrate our commitment to the industry and the Region, but it also demonstrates the increasingly high regard in which our brands are held. We are confident of further market growth in this Region – these 2 new appointments, supplemented by our investment in tyre technology and tyre manufacturing, will help in our corporate goal to improve, enhance and grow the Infinity World."