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## Stamford Tyres appoints Peter Hofmann as Senior Vice President of Singapore operations

**Singapore, 15<sup>th</sup> March 2013** – Stamford Tyres Corporation Limited ("**Stamford Tyres**"), one of South East Asia's largest independent tyre and wheel distributors, is pleased to announce the appointment of Peter Hofmann, 58, as Senior Vice President of Singapore operations. Mr Hofmann will join the Stamford Tyres senior management team and report to its President, Mr Wee Kok Wah.

The Singapore operations, which are run via wholly-owned subsidiary Stamford Tyres International Pte Ltd, will benefit from Mr Hofmann's expertise and knowledge of the tyre industry. Mr Hofmann's key role is to oversee and manage the retail, wholesale and export operations.

Mr Wee Kok Wah, President of Stamford Tyres added, "We are pleased to welcome Mr Hofmann to our management team. His diverse and global experience in the tyre industry will be an invaluable addition to our team. We look forward to his contribution towards ensuring that Stamford Tyres stays ahead in the dynamic marketplace."



Mr Peter Hofmann, Senior Vice President of Singapore operations

Prior to Stamford Tyres, Mr Hofmann was the Director of Sales & Marketing for Continental Asia Pacific (Malaysia) ("Conti Malaysia") from January 2005 to December 2012.Conti Malaysia is a subsidiary of Continental AG Germany, a public listed company with annual global sales in excess of €30 billion in the tire and automotive industry. In this position, he managed the Asia Pacific marketing team and was responsible for driving all marketing and promotional sales activities in Asia Pacific.

Before Continental Malaysia, Mr Hofmann was the President of Emtec Consumer Media Asia Pacific (Singapore) from July 2001 to October 2004 an affiliated company of German based Emtec Holding GmbH, a leading consumer media manufacturer with annual turnover in excess of US\$400 million. In this position, he led overall strategy and was accountable to the Board of Directors for the attainment of financial targets in Asia Pacific.

Mr Hofmann began his career at Continental AG from 1976 to 1993 in Hannover, Germany and had been based in North America, Mexico, France and Hong Kong for the company.

Mr Hofmann holds a Bachelor of Business Studies from IHK Business School, Germany. He is fluent in German, English and Spanish.

He is married to Madrandria Lam, a Hong Kong citizen.

**End** 

## **About Stamford Tyres Corporation Limited (STC:SP)**

Stamford Tyres is one of the largest independent tyre and wheel distributors in Southeast Asia with distribution centres in Singapore, Malaysia, Thailand, Indonesia, Hong Kong, China, India, Australia and South Africa. It provides many value added services such as regional retail operations, on-site management services to fleet owners and mining operators. The Group has also set up a state-of-the-art plant in Thailand to manufacture alloy wheels.

Stamford Tyres was established in the 1930s and today has a sales and operations network in more than 90 countries around the world. While the Group continues to focus on its core business of tyre distribution of its major brands – Falken, Dunlop, Continental and Toyo Tires - it has also strengthened its development capabilities and introduced innovative products to grow its proprietary brands in international markets – Sumo Firenza, Sumo Tire and SSW Wheels.

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