

Stamford Tyres expands presence in Middle East with appointment of official dealer for Sumo Firenza in UAE

- Appointment of Al Habtoor Motors to increase Sumo Firenza's brand equity and sales across UAE
- Al Habtoor Motors' established portfolio includes exclusive distributorships for Mitsubishi, Bentley, McLaren, Bugatti, TEMSA, JAC, Fuso and Cherry in UAE
- Sumo Firenza, a premium value tyre brand by Stamford Tyres, to offer quality, value and reliability to UAE customers



From left to right- Mr Jagdish Parulekar, CFO - Al Habtoor Motors, Mr Daniel Eng, Assistant Vice President (International Distribution) - Stamford Tyres Corporation Limited, Mr Neil Coolledge, General Manager - SpeedFit (Subsidiary of Al Habtoor Motors), Mr Sultan Al Habtoor, President of Al Habtoor Motors, Mr Peter Hofmann, Senior Vice President (Singapore Operations) - Stamford Tyres Corporation Limited, Mr Ahmad Al Habtoor, CEO of Al Habtoor Motors and Mr Karl Hamer, Managing Director of Al Habtoor Motors.

Singapore, 24 October 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 Al Habtoor Motors (“**Al Habtoor**”) as the official dealer for Stamford Tyres’ proprietary premium value tyre brand, Sumo Firenza in United Arab Emirates (“**UAE**”).

Al Habtoor Motors, a subsidiary of Al Habtoor Group, a UAE-based multi-billion dollar business conglomerate, is also the exclusive distributor for several renowned automotive brands including Mitsubishi, Bentley, McLaren, Bugatti, TEMSA, JAC, Fuso and Cherry in UAE.

The official signing ceremony, held on 7th October 2013 at Al Habtoor Motor’s corporate office, was attended by Stamford Tyres’ Senior Vice President (Singapore Operations), Mr Peter Hoffman, and Assistant Vice President (International Distribution), Mr Daniel Eng. From Al Habtoor’s team, Al Habtoor’s President, Mr

Sultan Al Habtoor, Managing Director, Karl Hamer, and all Al Habtoor's directors attended the ceremony.

As one of Stamford Tyres' proprietary brands, Sumo Firenza has evolved into a global brand name synonymous with quality, reliability and good value over the years. The current Firenza tyres range is catered for ultra-high-performance (UHP), light truck, truck, agricultural, industrial and off-the-road (OTR) vehicles. Stamford Tyres will continue monitoring automotive industry trends while focusing efforts on tyres technical advancement to further expand demand for Sumo Firenza tyres globally.

"The automotive industry in Middle East has been growing substantially over the past few years and we still see sustainable growth in that market. We are continuously looking for the right opportunities to grow and expand our business geographically, and we have the opportunity to work with one of the market leaders in UAE, Al Habtoor Motors.

We are confident that the wide range of Sumo Firenza tyres can offer Al Habtoor Motor's automotive customers good value, quality and dependable tyres to handle the varying weather conditions in UAE."

Mr Wee Kok Wah,
President of Stamford Tyres

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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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