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KENDA TIRE EUROPE WELCOMES STEPHANE DEMARTEAU AS KEY ACCOUNT MANAGER

Übersee, Germany, December 13th, 2022

KENDA Tire Europe is wrapping up 2022 by announcing an important new addition to its automotive sales team. Stéphane Demarteau joins the business as Key Account Manager France & Benelux and will report to Henno Plaggenborg, Director of Automotive Division, Europe.

This appointment further strengthens KENDA's vision: delivering consistent customer excellence by working with its retail and wholesale partners to communicate the strong product offer, grow brand awareness and ultimately increase market share.

"We are excited to welcome Stéphane to the KENDA family," Henno said. "I'm certain that with his proven ability to connect with industry partners, he'll be a real asset. His addition to an already strong and dynamic sales team, together with significant business gains of the past year means we enter 2023 in our strongest ever position.

"I'm excited to see what the new year brings. With his experience and knowledge of the tire market, Stéphane's fresh perspective will help us to forge ahead in existing markets and explore and make important inroads into new ones."

Stéphane joins the team from his last position as Account Manager BeLux for Hankook Tires. Prior to this, he worked for important industry names such as Innotec amongst others.

"KENDA Tire Europe is a dynamic brand name which is truly on the rise," Stéphane explained.

"With a diverse portfolio that offers innovative solutions designed to meet the challenges facing European drivers, I feel very privileged to be joining such a strong team at such an exciting time. Our goal is to take the business to new heights by championing all the unique qualities that drive the KENDA brand, as it evolves in line with the ever-changing needs of the global vehicle car parc."

Founded in 1962, KENDA RUBBER, IND. CO., LTD has grown to become the 26th largest tire manufacturer in the world based on its core values of "Honesty, Quality, Service and Innovation". With a total of 11,000 employees in its facilities in Taiwan, China, Vietnam, Indonesia, the United States and Germany, KENDA produces high-quality tires and tubes for bicycles, motorbikes, quads, lawn and garden, trailers, golf carts, skid loaders, fork lifts, passenger cars and light trucks. KENDA has customers and distributors in almost every country in the world.

The research and development centres in the US, Germany, Taiwan, and China develop tires specifically for the European and German market. KENDA RUBBER INDUSTRIAL CO. EUROPE GMBH has its headquarters in Übersee-Feldwies, Germany.