



# The Tire Cologne 2018

**Event Date:** 29 May – 01 June 2018

**Event Location:** Hall 7.1, Booth D028, Koelnmesse GmbH, Cologne, Germany

**Event Description:**

As a seasoned international exhibitor at most of Europe's major tyre shows. Singapore based Contract tyre supplier – Firenza will be supporting the very first - The Tire Cologne Show next month in Germany.

From a traditionally appealing international booth, Firenza will be looking to 'showcase' five of its most popular product ranges in both tyre and wheels and making its debut in Europe will be the recently introduced Firenza ST06 and ST01A high performance PCR patterns which are exclusively manufactured in Thailand by one of the world's leading and most influential tyre producers.

Firenza will also be showcasing their new ST22 entry level PCR tyre along with selected patterns from their respected truck range which are professionally produced in Vietnam. Also on display will be additional TBR tyres that are manufactured in Thailand. Finally on the Firenza booth will be Stamford Sports Wheels (SSW) new range of High Performance wheel alongside their new Diesel 4x4 Sports Wheels range.

The main priority at this new show for Firenza will be to promote throughout Europe the PCR range from Thailand as well their comprehensive range on non-Chinese truck tyres.