

Sailun

The Sailun Challenge

If you could get your customers to try tires made in China, they'd likely be pleasantly surprised

Check the fine print etched into the back of most Apple products and you'll find that these high quality electronic products were made in China. We love our iPads, iPods, iPhones and Mac computers, and we never give the country of origin a second thought. So why do some still have trouble accepting tires made in China?

One of the reasons is a lack of knowledge. Most consumers don't realize that they already own and love quality products that were made in China. Ask Apple owners if they think China produces quality products, and you might get a mixed bag of answers. Point out that their beloved iPhone was made in China, and they'll likely be pleasantly surprised. The same goes for tires.

To prove this point, Dynamic Tire, the Canadian distributor of Sailun tires, took a group of respected AJAC (Automobile Journalists Association of Canada) members to the track to test Sailun's Z4+ tires head-to-head with one of the world's top brands. The tests were done "blind,"



meaning the branding on the sidewalls was buffed off so that the journalists wouldn't know which tires they were driving on until after they had a chance to rate both Sailun and the competition.

The results speak for themselves. "The fact that none of the reviewers, some of which have serious racing credentials, felt strongly that one tire was better than the other, says a lot about the value of the Sailun tire," said one journalist. Another pointed out, "I can't tell the difference, can you tell the difference?"

The tires were tested in wet and dry conditions for braking, cornering ability, steering feel, traction under acceleration, drive comfort, and overall control. In all cases the Sailun tires held their own against a considerably more expensive international brand. Considering the quality and the price advantage, this is a credible and growing brand to watch out for.

The lesson for both consumers and tire dealers is simple: Don't judge a tire based on the country it was made in. Many of the top international tire brands have factories in China, they just don't advertise it. Sailun does, and they're proud of it. After all, some of the world's best and most beloved products are made in China. 🌐



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WITH YOU
THROUGH EVERY TURN

PERFORMANCE & VALUE YOU CAN TRUST IN A FULL RANGE OF TIRES

ATREZZO
Z4+AS
A/S Ultra High Performance

ATREZZO
SH402
A/S Performance Touring

NEW
TERRAMAX
CVR
A/S Luxury Crossover/SUV

NEW
TERRAMAX
A/T
On Off Road Light Truck & SUV

