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Breaking ground and starting construction, Sailun Vietnam's new project has officially launched!

2019-03-06 18:05



Good news came from **Sailun Group Co., Ltd.** On March 1, its joint venture project (ACTR) with Cooper Tire in Vietnam had officially broken ground. Xie Xiaohong, Vice President of Sailun Group and General Manager of Sailun Vietnam, Cooper Tire Cooper Cao Kechang, tire president consultant, Yang Xun, general manager of the Asia-Pacific region, and representatives of the construction party all attended the ceremony.

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Sailun Group stated at the groundbreaking ceremony that this project with a total investment of 280 million US dollars will greatly strengthen the company's production capacity, and the production capacity of 2.4 million all-steel tires per year will also further optimize its overseas layout and promote overseas market business . expand.

"China Rubber" learned that the new factory has officially started construction according to planned time. If it goes well, the production base will be officially put into operation in the first half of 2020. It is estimated that the annual new operating income will be 279 million US dollars, and the total new profit For 36.38 million US dollars.

Sailun Group previously stated that this in-depth cooperation with Cooper Tire will not only improve its production scale and profitability, but also take this opportunity to learn from the latter's advanced management experience and tire technology to improve the comprehensive performance of Sailun Group. competitiveness and the ability to deal with trade barriers .

Three times of cooperation, the "indissoluble bond" between Sailun and Cooper

In addition, this time, Sailun Group and Cooper Tire have reached 3 in-depth cooperation. In February 2018, Cooper signed a long-term cooperation agreement with Sailun Vietnam Company. The former will use Sailun Vietnam factory to produce Cooper Its brands of truck and bus tires include Roadmaster, Dean and Starfire.



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On September 26, Sailun Group signed an agreement with the shareholders of Qingdao Greida Rubber Co., Ltd. to purchase a 35% stake in Greida with 220 million yuan, while the controlling party of the other 65% of the shares is Cooper. It is also the first time that Sailun Group has "married" with Cooper Tire.

Greda Rubber is a production plant established by Cooper Tire in March 2014. It is mainly engaged in the production of "Star Fei" truck and bus tires. Star Fei Tire is an independent subsidiary of Cooper Tire, the real controller of Greda. Brand, its all-steel tire product technology all comes from the latter, with an annual production capacity of 800,000 tires and an annual operating income of 560 million yuan in 2017.

Cooper Tire mentioned earlier that the company is very much looking forward to the cooperation with its new partner Sailun Group. It has established a cooperative relationship with Sailun Jinyu Vietnam Factory on TBR production. More in-depth and effective cooperation will enable the two parties to increasingly There are better developments in the growing TBR market.

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