



### **Another piece in the Infinity World jigsaw**

Infinity Tyres are delighted to announce the appointment of Tim Sanders as General Manager for Infinity Australia and New Zealand.

Following the appointments of Martin West and Martin Lumb in Europe, this further recruitment continues to strengthen the global Infinity management team and demonstrates the commitment and investment being placed behind the Infinity brand.

Sanders started as an Earthmover engineer at Bridgestone UK where he stayed for thirteen years, eventually heading up their UK Earthmover and Passenger division.

He joined General Tire in 1989 and was made responsible for the UK and African markets, spending nine years in Singapore opening up distribution channels for all Continental Tyre brands throughout South East Asia.

For the last seven years he has spent the majority of his time developing the Australian and New Zealand markets for Continental and Sime brands in conjunction with local distribution partners.

Sanders commented: "I am delighted to have the opportunity to join a fresh pragmatic International organisation and welcome the challenge to establish local partners for the Infinity portfolio in Australasia."

Infinity tyres are exclusively distributed throughout the world by the Al Dobowi Group. Developed through high investment in specialised technology, Infinity tyres offer quality engineering combined with maximum levels of comfort and longevity.

Harjeev Kandhari, Executive Director, Al Dobowi Group, welcomed Sanders to the "Infinity Family" – "We are delighted to have someone so highly respected and experienced in our team – we have great products, excellent distribution channels and we are now building a high quality worldwide management team to implement our objectives."

For further information on Infinity Tyres, please visit [www.infinity-tyres.com](http://www.infinity-tyres.com).