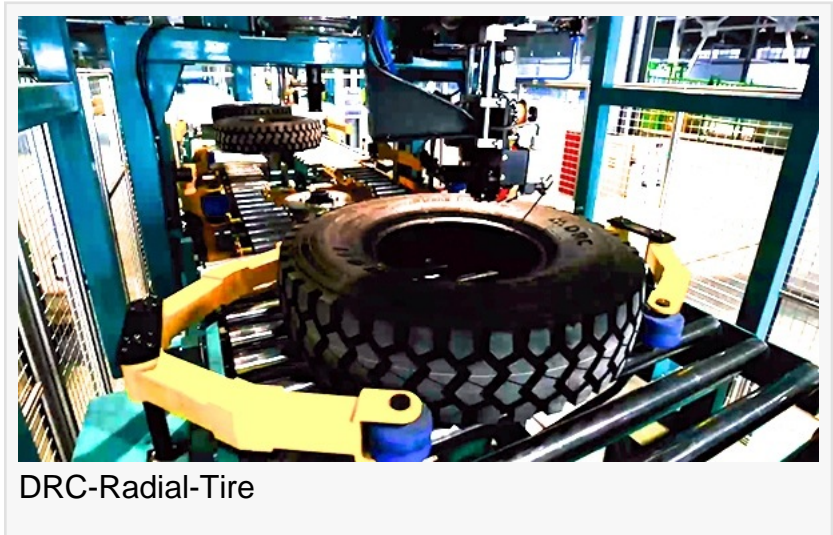


# Duratread and DRC Tires announce their new Strategic Alliance

*Duratread and DRC are announcing a new alliance and unveiling an exciting new range of tires from Vietnam at the Latin Tyre Expo in Panama City, Panama*

PANAMA, CITY, PANAMA, July 22, 2014 /EINPresswire.com/ -- [Duratread](#) and [DRC](#) who have been co-operating on sales and marketing projects since 2006, are proud to announce the launch of a new, expanded range of tires from Vietnam. The innovative range of [products](#) will be unveiled at the Latin Tyre Expo, 23rd – 25th July 2014 in Panama.



DRC-Radial-Tire

Danang Rubber Joint Stock Company, internationally known as DRC, has just inaugurated Vietnam's first steel radial truck tire factory with state-of-the-art machines from Europe, Japan and the USA. Built on a totally new greenfield site with room for future expansion and with excellent logistical connections, it will have a capacity of 600,000 tires per year once fully operational.

Duratread is taking one step ahead and strengthening the partnership with DRC, as it will now take over the sales and marketing activities for the brand in the Spanish speaking countries in Latin America and the Caribbean. The new regional office for this collaboration is located in Panama, the hub of the Americas.

Vietnam has experienced a dramatic level of growth and modernization over the last 20 years that is unprecedented in its history. It was recently declared the third largest rubber producer in the world with an output of over 1 million tons and represents a strategic access to the principal raw materials of the rubber industry.

About Duratread:

Duratread is a specialist manufacturer of OTR Tires for Construction, Port and Industrial Vehicles, Agriculture, Trucks and small Mine Trucks. The range counts with approximately 150 products and is continually growing. In addition, Duratread provides tire consultancy, servicing and products that enhance tire life and reduce vehicle downtime.

About DRC:

Established in 1975, DRC is Vietnam's leading producer of high quality tires for motorbikes, cars, trucks and specialist off road and agricultural machines. A technologically driven tire manufacturer, DRC has continually invested in updating machinery and equipment to keep pace with the rigorous

standards and requirements needed for today's vehicle applications, surfaces and safety standards.

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