



Tyre Protector appoints Sales and Technical Representative in Panama

(June 4th 2009) Sergio Castillo has been appointed Sales and Technical Representative for Tyre Protector Las Americas at the regional head office in Panama City, Panama.

Engineered and produced in the UK, Tyre Protector is widely acknowledged as the most advanced puncture protection system in the world. Available in two formulas, Heavy Duty and High Speed, it is classified as non-hazardous and eco-friendly and has been safety approved at high temperatures.

Tyre Protector Las Americas, part of Team Group Inc, has exclusive distribution for Tyre Protector in Central and South America and the Caribbean. Sergio's appointment has been timed to help co-ordinate the growing regional distribution network, which currently includes Panama, Mexico, Honduras, Nicaragua, El Salvador, Chile and Colombia.

His main responsibility will be to develop sales in Panama together with the distributor network but also to increase sales directly to users of construction vehicles, industrial and agricultural vehicles and truck fleets. In addition, Sergio will be looking for new Distributors in the region to complete the Distributor network in Central America.

Sergio brings a wealth of sales and tire experience to Tyre Protector Las Americas with over 7 years in the Tire business providing sales, technical assistance and customer service to heavy and industrial vehicle fleet users in Panama.

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