

NEX FLYING GOODYEAR FARM TIRES FLAG IN SPAIN

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One of the biggest suppliers of agricultural tyres in Spain has become the country's official distributor of the returning Goodyear Farm Tires.

Nex Tires will stock the full range of radial tyres after Titan International re-introduced the famous brand to the UK and European markets following a five-year absence.

Nex has a strong presence in Spain, as well as Portugal, stocking more than 14,000 agricultural tyres, and is delighted to have added Goodyear Farm Tires to its portfolio.

Patricia Sancho Izquierdo, of Nex, said: "Becoming a distributor of Goodyear Farm Tires is a major development for us.

"The Goodyear brand has a long tradition in the agricultural market and its products in the past were a showcase of excellence renowned for the highest technological innovation.

"With the backing of Titan International, we are confident that Goodyear Farm Tires can again be a reference point for quality agricultural tyres in Spain and we are delighted to be part of the journey.



“The agricultural market in Spain is buoyant at present and there have been some exciting developments in recent years.

“The feedback we have had from customers about the return of Goodyear Farm Tires has been positive and there is plenty of excitement and expectation amongst the whole farming community.”

The new range of Goodyear Farm Tires will complement the current radial portfolio.

The range includes 85, 70, 65 and XL Tractor Drive Radials, as well as specific designs for sprayers, harvesters and industrial applications. Plans are already in place to expand the offering over the next 18 months.

Lindsay Hart, European Tyre Sales Director for Titan International, said: “We are delighted that Nex has agreed to distribute our new range in Spain, which is one of our key target countries.

“Nex has a fantastic reputation in its homeland and it is a great platform to take the brand back into a country renowned for agricultural excellence.

“We are hugely excited to be expanding the Goodyear Farm Tires range for the UK and mainland Europe and we are expecting a very positive reaction.

“Our distribution network is already growing and we look forward to building on that strong foundation.”

Titan International has been manufacturing Goodyear Farm Tires in America for more than a decade and has recently purchased the licence for the European and UK markets. It has also made a significant investment in new plant and equipment to manufacture tyres specifically for the European market.

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