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| **INTERPNEU: high performance  wholesaler for tyres and wheel rims and full assortment provider** |  | Petra Lauber Public Relations  Fon +49 (0)721 6188-209  E-Mail petra.lauber@pneu.com |

Since its founding in 1970 in Karlsruhe/Germany as part of the PNEUHAGE company group, **INTERPNEU** has become one of the leading wholesalers for tyres and wheels in Europe. Its wide range of assortments and brands for cars, two-wheelers and all types of utility vehicles shows the advantages of an independent family business.

The 1987 created exclusive private brand **PLATIN** for tyres, wheels and mounted wheels is well-known for its good value for money because of its high quality and variety. PLATIN consumer and van tires with summer and winter tread patterns as well as various designs of PLATIN light alloy wheels are fitting with most types of common car models.

In 2012, INTERPNEU launched successfully its second private brand **PREMADA** with a special range of all-season tires. Now there are also winter tires from PREMADA.

More than 500 independent small tire dealers, garages and car repair shops in Germany rely on the marketing family brand and online services named **Reifen1Plus,** founded by INTERPNEU in 2014.

Since summer 2014, **Tire Pressure Measurement Systems (TPMS)**belong to the INTERPNEU portfolio of accessories. They are part of the new B2B commercial Online-Store and included in the well-known Online Wheel Configuration System, operated in twelve languages.

At INTERPNEUs in-house **wheel mounting line** a trained service staff is mounting individual combinations of tires and wheels up to 26-inch sizes. The production line is certified for run-flat tires and able to include **TPM-sensors** according to specific customers’ needs. Due to high quality and short delivery times even during peak seasons, this business part has experienced increasing demand during the last years.

INTERPNEU stores more than one million tires and 200.000 light alloy wheels in large central warehouses. Sophisticated logistics ensure that the ordered goods normally reach customers within one to three days, depending from the destination in Europe.

Hotline Europe +49 721 61 88 – 111

Homepages: [www.interpneu.de](http://www.interpneu.de) [www.platin-tyres.com](http://www.platin-tyres.com) [www.premada.de](http://www.premada.de) [www.reifen1plus.de](http://www.reifen1plus.de)

Pictures see electronic data enclosed. Please do not hesitate to contact the press office for further material.