**Interpneu with full variety at REIFEN in Essen**

**The Karlsruhe, Germany based tires and wheels wholesaler INTERPNEU shows its full assortment at REIFEN 2016 with various presentations: on 2 levels in Hall 2 and also together with several partners for tires for commercial use.**

**The main 200 m² booth of Interpneu shows the big offer of consumer tires and wheels as well as the wheel configurator and online shop. Especially focused are of course the vast PLATIN tires and wheels range and the 2014 established dealer franchise system „Reifen1+”.**

* The new design **PLATIN P73** started spring 2016 in black-polished and polar silver. It is available in the wheel sizes 6,5x16, 7,5x17 and 8,0x18 and suitable for many types of cars.   
  The model **P68** is shown in a new trendy color named “silky black.
* The new PLATIN Wheels presenter is already a highlight in some showrooms.
* The soft franchise partner system „**Reifen1+**“ is showing new tools: a planner for customer dates and for storing their wheels. There are already 525 free tire dealers participating in the only 2 year old partner concept.

The new Hankook tire brand **Laufenn** is also part of the products showed. The full range of summer tires for cars and vans is already available on stock at the big INTERPNEU central warehouse.

**Additionally, the commercial tire experts are not only part of the INTERPNEU base in Hall 2 but also present at some strategic partner’s booths:**

For example they are to find at Westlake (truck tires), Maxam (agricultural / earth mover tires), or Global Rubber Industries (forklifter tires). This allows showing the vast assortment and the power as wholesaler for tires of all kind, size and type of use.

Contact: Ms. Petra Lauber / Public Relations  
Fon +49 (0)721 6188-209 E-Mail petra.lauber@pneu.com