

DriveRight – Online tyre sales

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Online tyre sales have become an integral part of many retailers' e-commerce marketing initiative. Consumers are more commercially aware and web-savvy than ever, opting for the mouse before the telephone book for product information.

Shoppers are wooed by user-friendly interfaces proving step-by-step guides to selecting a range of tyre options. Yet those inside the industry realise that while a GUI presentation is important, the integrity of the data at the back end is critical to business.

No-one understands that more than wheel and tyre fitment data specialists DriveRight.

One of the pioneers of online tyre fitment data, DriveRight surmised 13 years ago that consumers would one day purchase tyres via the internet.

Initially their concept met with the inevitable scepticism from those in the industry who believed the objective of using the database they had compiled, to assist in the point of sale process on retailers websites would never come to fruition. "Nobody will buy a tyre online" was the typical response cynics subscribed to, believing the industry would only ever be a drive in business.

Has the mindset shifted? The statistics speak for themselves. DriveRight assists in facilitating over \$4,500 worth of wheel and tyre business every second in the US alone. In the UK, a staggering 95% of alloy wheels and 75% of tyre referrals are sourced using DriveRight data.

The database has grown to over 27,000 individual fitments with the data being queried 4.5 million times a month world-wide.

As for credibility within the wheel and tyre industry, some of the biggest names in online point of sale have invested in the product. This includes Kwik-Fit and Halfords in the UK, Belle Tire in the US and Bob Jane Tyre Marts in Australia. In fact, the company's first client was Goodyear Dunlop, who heard of the product and commissioned DriveRight to manage their own database.

The product DriveRight's founders developed were initially hard copy fitment guides; the WTDR, which is still being sold today. The inevitable annual update as new vehicles came on the market was one of the incentives to move to an electronic database that could be updated in real time. At the

time online sales in other industries were an emerging trend and this was another catalyst to launch the Tyrefit product.

Although DriveRight's area of expertise is within an online environment, the data within Tyrefit has become so comprehensive DriveRight have been able to use it to assist retailers with quantitative research projects to position their outlets. Using analysis of registration marks, census data and postal codes to determine the frequency and numbers of tyre products taking routes past proposed locations they are able to build a prospective client profile.

DriveRight have positioned themselves in a niche market, their gamble of investing in the online tyre sales business now paying dividends for their client base.

For more information, go to www.wheelwizards.net