

DriveRight - a growing business

For: General Release – UK, Europe

Effective: Sunday 25th October 2009 – 0900 hours

Every now and again, one of those “developed in my parent’s basement” ideas steps out into the big bad world of business and grows exponentially.

The directors of DriveRight have seen their company go from strength to strength in 13 short years and enjoy a status of being the only people in the world that do what they do. That’s not because they created a particularly innovative product, even they admit what they do is quite simple; it’s just become too large and integrated within their industry for anyone to copy.

The intrepid team of two young men combined their skills in marketing, design and the tyre industry and starting developing a database of OE tyre fitments. Or in layman’s terms, they found out what the rolling diameter of a car tyre was when it left the factory and matched it to a range of aftermarket tyres and wheels that are available.

Initially their concept met with the inevitable tut-tutting from those in the industry who believed that their objective of using the database to assist in the point of sale process on retailer’s websites would never come to fruition. “Nobody will buy a tyre online” was the response.

Have consumers changed their mindset? The statistics speak volumes. DriveRight assists in helping the transaction of over \$4,500 worth of wheel and tyre business every second in the US alone. In the UK, 95% of alloy wheels and 75% of tyre referrals have been sourced using DriveRight data.

Once the data went online global thinking helped drive the product to market.

Director Richard Bailey says from his New Zealand office, “In our business, scale is irrelevant; it makes no difference if we have 100 clients, or 100,000. The data is deployed in real-time or downloaded daily from our servers by our distributors or clients. We just need to manage and update the back end for people. Wheelwizards API can make the product “pay as you go” or we can use PayPal subscriptions. Those products make administration very easy and of course, the obvious spin-off is low infrastructure costs”.

Once you get in behind the scenes of their business model, you will appreciate there are so many levels of doing business. DriveRight cater for the corporate industry giants working with third party

developers to deploy their data via interactive websites with 3D imagery, or by printing and sending hard copy WTDR fitment guides to the smaller one man band or family businesses.

“Not all customers are created equal and we realised early on that while we were working with global companies sending data through intranets, we could never lose sight of the fact that many of our clients didn’t even have a fax”, says Richard.

The value of having a database of over 27,000 fitments is you can use the data in so many different ways. DriveRight have a consulting side to the business and have assisted retailers with stock control, even what location they should put their outlets.

Such comprehensive data used in conjunction with technical expertise, has made them a sought after source of advice. They are called upon to advise government departments around the world in establishing tyre legislation or recommendations to the wheel and tyre industry.

DriveRight are due to embark on the next series of global projects. “We need to invest in more development” says Richard “The online tyre market is growing steadily and we aim to grow with it”.

For more information visit the website www.wheelwizards.net