

DriveRight – still a good fit for Kwik-Fit three years on.

For: General Release

Effective: Sunday 25th October 2009 – 0900 hours

UK's leading fast fit tyre company Kwik-Fit have worked successfully with DriveRight to make their online tyre and alloy sales process a huge success.

Kwik-Fit are no lightweights in the tyre and alloy wheel industry with 1400 outlets across Europe, including 600 in the UK, stocking a vast selection of the best brands.

Their customer focus extends to their online store front, with a consumer friendly website allowing clients to shop for tyres and alloy wheels that fit their car by entering the vehicle details or registration number.

In behind the scenes Kwik-Fit use DriveRight's Tyrefit product, a database of 27,000 OE vehicle wheel and tyre fitments, also used by many other big players in the tyre industry.

DriveRight have been updating fitment data since 1995. Their database is deployed globally and is being queried over 4.5 million times a month.

DriveRight worked closely with Kwik-Fit to establish their website, providing that important step in the selection process making it easy for customers to find the correct fitment for their vehicle.

Kwik-Fit Marketing Director Chris Bosworth sums up the relationship, "DriveRight are an important part of our e-commerce. They offer flexible, tailored solutions. DriveRight's ability to work with other providers mean that they are adaptable, responsive and provide good value for money".

Kwik-Fit approached DriveRight in 2006 when they were looking to expand their range of services to take advantage of the rapidly emerging online tyre sales market. DriveRight had foreseen the change in consumer spending within the tyre industry, evolving from a traditionally drive in business to an online trend. They were well equipped to assist with the development.

The objective was to develop the Kwik-Fit website to allow customers to look up what tyres or alloy wheel options were available for their vehicle and view images of the product before proceeding to an online quotation and sales facility, backed by the Kwik-Fit price promise. From there buyers could book a fitting in-store or with one of Kwik-Fit's mobile team.

The end result speaks for itself, logging on to www.kwik-fit.com shoppers can be browsing product selection literally within a few clicks.