

Dunlop launches new website to meet customers' want for informed purchase decisions

Dunlop, one of the world's leading brands for high and ultra-high performance tires, announced the launch of their new digital platform on across the EMEA region.

Brussels, June 2016 - On www.dunlop.eu, driving enthusiasts will find – at the click of a fingertip – their tire type & size match, test magazine ratings, Original Equipment, recommended retail prices¹ as well as the nearest tire dealer.

Dunlop customers know what they want: the best tire, offering ultimate driving pleasure, and they will rely heavily on the Internet to find it. Nieves Fuentes, Dunlop's Director Digital Marketing EMEA, comments: *"Our research shows that nearly 70% of Dunlop's target customers in Europe inform themselves before their purchase. And 75% opt for the Internet as their main source of information – using search engines and manufacturer websites."*²

To meet the needs of the digitally oriented, tech-savvy Dunlop fan base, Dunlop invested in the development of a more intuitive website design, including advanced tools, enriched tire and dealer information and compatibility with smartphones, tablets and PC.

¹ All prices indicated on the website exclude mounting fees, taxes and other charges. They are suggested retail prices and are non-binding on the retailers who remain free at all time to set their actual resale price.

² Survey conducted by IPSOS on behalf of Goodyear Dunlop in 2014 (7.000 interviews across 7 countries in the European continent).

Looping the loop of the tire purchase journey

“Our goal is to give Dunlop customers access to a complete variety of information. From their first explorations on the Internet up to the point that they arrive at the dealer store”, explains Nieves Fuentes: “The new digital platform will allow us to go the extra mile and help consumers looping the loop. Today, the tire finder tool provides more relevant info and will enable consumers to easily understand which tire they need, in accordance with their driving style. Moreover, additional dealer’s information is provided and the consumers now have the possibility to directly call the dealer when conducting their research on a mobile device.”

Thanks to all these features, the way to new tires has never been easier.



Newly provided information about tires and dealers include:

- Tire recommended retail price
- Information on Original Equipment
- Extended content for a selection of dealers (staff qualifications, payment types, etc.)
- Contact details and opening hours of tire dealers

The new digital platform has been successfully implemented in a German pilot project in 2015, demonstrating an enhanced interest and added value for customers. The usage of the tire finder tool, in the new version of the site, increased with 903% in comparison with the previous Dunlop website, and the new dealer locator tool saw an increase in usage of 243%³.

³ Goodyear Dunlop data: Dunlop Germany New Website vs. Dunlop Germany Old Website, April 2016 vs. April 2015.



About Dunlop

Dunlop is one of the world's leading brands for high and ultra-high performance tires with an impressive track record of motor sport successes. Dunlop's extensive racing experience has led to innovative technologies for tires designed for everyday motoring. Always looking to maximize driving pleasure, Dunlop offers all types of motorists the performance and durability of the latest tire technologies. For more information on Dunlop, visit www.dunlop.eu