

The European online tyre shop now sells in Ireland!

Pneus OnlineTM (<http://www.tyres-pneus-online.ie>), the European online tyre shop founded in 2001 in France, has just launched its activity in Ireland and aims to take a leading position.

A new market for the tyre discounter

Pneus OnlineTM sells tyres in the UK since 2005, Ireland was the next North European target.

“Demand from Irish people has been constant for a few years now and there was no doubt we could service Ireland rapidly, providing we could offer the widest selection at the best discount price” says Alexis NERGUISIAN, Director of **Pneus Online**TM.

Pneus OnlineTM differs from competitors by having free shipment for 2 or more tyres ordered and a very large selection with 824,433 car tyres and 185,503 motorcycles tyres. Moreover, a majority of these products is rated by hundreds of **Pneus Online**TM customers, which really helps one chose the most adapted tyre.

Pneus OnlineTM sells not only tyres but rims as well

To meet constant demand, the company diversified its offer by selling alloy wheels on its website www.tyres-pneus-online.ie at the end of March 2010. Kevin Castelain, international online marketing manager at **Pneus Online**TM, explains: *« It was a mandatory step. Even if tyres will remain our core business, selling wheels is a fine complement for expanding our product line and attracting new customers »*.

About Pneus OnlineTM

Founded in 2001, **Pneus Online**TM sells tyres on the Internet at « deflated prices »: 25 to 40% cheaper than in traditional selling outlets. **Pneus Online**TM has one of the biggest partner fitting stations network with over 13,000 centers in Europe for the delivery and the fitting of the tyres ordered online.

Pneus OnlineTM made a €14.7 million turnover in 2009 selling in the United Kingdom, the Netherlands, Austria, France, Spain, Switzerland, Germany, Portugal, Belgium, Luxembourg and Italy.

Pneus OnlineTM's prices are guaranteed to be between 20 and 40% less compared to traditional bricks and mortar shops.

Pneus OnlineTM tyres online shop: <http://www.tyres-pneus-online.ie>

Pneus OnlineTM Press contact:

Kevin Castelain - Pneus Online Suisse - Rue Alexandre-Gavard 16 - 1227 Carouge – SUISSE
Tel : 00 41 22 342 03 55 - Fax : 00 41 22 344 90 72
redac@pneus-online.com - <http://www.pneus-online.com>