

Pneus Online blows its 10th candle

The reference site in online sale of tyres and automobile-motorcycle accessories at discount prices turns 10 this year and books a few surprises for its loyal customers. It is also an opportunity to shed light on this dynamic SME which has since become an international group, and to reminisce on its exemplary career.

Explosive growth

Back in 2001, Alexis Nerguisian, then a banking consultant in Geneva, launched the website **Pneus Online**.

This idea came from his own need, as a passionate race driver, to buy regular supplies of tyres, which represented a huge budget. His solution: build a website offering a wide selection of brands and tyre sizes for every need and every wallet. We can therefore find on **Pneus Online new products** up to **50% cheaper** than prices charged by traditional networks.

Success does not wait: from 600 tyres in the first year, **hundreds of thousands are sold today!** Online tyre sale becomes a true **budget-reflex** for drivers.

This explosive growth goes beyond our borders since in 2011, **Pneus Online** can be found in **13 European countries and in North America**. And it's not over ...

The product range has also expanded considerably: sale of rims, snow chains, tyre covers and other accessories have been added to the existing car and motorbike tyres.

*"The originality of the site also lies in its **extensive content, convenient and easy access**: tips for tyre maintenance, safety instructions, a guide to buying tyres and reviews added by other customers which help user's choice. Ordering your tyres becomes a real breeze!" says Alexis Nerguisian, General Director of **Pneus Online**.*

A new loyalty program as a gift to its clients

If the site's success has never been short of breath over the years, it's thanks to its many customers. To thank them for their loyalty, **Pneus Online** took the opportunity to offer them a birthday present: the introduction of a **loyalty card**. In addition to the existing "refer-a-friend" program, clients can earn "loyalty tyres" in order to access to a **50€ discount**.

"The purchase of tyres is not trivial: it represents a considerable budget and guarantees our safety while driving. Our customers are demanding and they appreciate the value for money and efficiency of the service we provide. After 10 years of a continuous growth, it became necessary to reward our loyal customers by offering a more comprehensive loyalty program and new opportunities to save even more," says Kevin Castelain, International E-Marketing Director for **Pneus Online**.

When asked what his company's objectives are for the next 10 years, Alexis Nerguisian answers:

"To continue our conquest of new horizons, focus on innovation to enhance the functionality of our site and our logistics, expand our offer and improve our service even more by earning new quality labels locally, taking into account the suggestions of our customers."

For more information on Pneus Online in Ireland: www.tyres-pneus-online.ie

About Pneus Online™

24,7 M € turnover in 2010

More than **14 600 partner fitting garages** in Europe

5.6 Million tyres for sale

Up to **50% in savings**

More than **2,9 M monthly vistors** (source Xiti, december 2010)

35 online shops (BtoC + BtoB) in Ireland, United Kingdom, France, Netherlands, Spain, Switzerland, Austria, Germany, Portugal, Belgium, Luxembourg, Italy, Poland and in Canada.

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Annexes

Pneus Online's 2001 homepage:



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...10 years later: Pneu Online's homepage in 2011



Pneu Online's loyalty card, automatically available in each newly created account: