

PRESS KIT

SUMMER 2020

PNEUSPERF
.COM

The logo graphic consists of three curved, overlapping white lines that resemble a stylized tire tread or a dynamic motion effect, positioned to the right of the text.

**THE TIRE SALES
SOLUTION**



Become a tire sales expert

PRESENTATION

Ergonomic, innovative and easy to use, PneusPerf is a tool developed with professional salespeople and which effectively increases the turnover of auto workshops around the subject of tires.

All the information resellers need in no time!

THE COMPANY

Created by Christophe Ricci, vice-president of the Peugeot agent group and himself RA2 in Wattrelos (North of France), it is not his first attempt.

Already creator of the peugeot-accessoires.fr website, the PneusPerf solution was designed to meet a consistent need to develop the sales of tires, neglected for too long in specialized workshops.

In service since September 2019, the PSA Retail group understood the challenges and the benefits of PneusPerf and decided to integrate the solution into its workshops.

THE CHALLENGE OF TIRES

- 37%* of vehicles entering the workshop need a tire set change.
- 1 vehicle out of 2* needs geometry to prevent premature tire wear.

This alarming finding shows how important it is to deal with tires when going through the workshop and the need to ensure customers safety. Especially when you know that changing tires is still the number one reason for entering the workshop.

PneusPerf was designed based on this observation and the incomprehension of its Chairman, also RA2 Peugeot, who was having difficulty increasing its turnover on the tire part.

"As an agent, I had had enough of noting that we had always been" picky "on the tire business, for which we are too used to offering discounts while the competition, those of the centers auto in particular, is much more experienced in this area" he recalls. "This is why I created an application to scan, on a daily basis, the online prices of tires sold by my competitors. Then, I worked on how to approach the issue of price with the customer: from there, I based myself on the purchase price, to which I added the margin that I wanted to keep, while taking care of the market price." - Christophe Ricci - PneusPerf CEO

A NEW TYPE OF CONSUMER

New consumers directly search for tire prices on web platforms such as mytyres, etc. This new type of customer is therefore aware of the existing prices and PneusPerf integrates a module which allows the reseller to know all the prices made by the competition.

*T-Scan results - 2020

AN ADAPTED SALES TOOL

A solution like PneusPerf makes it possible to professionalize the commercial approach of repair shops in brand networks. *"T-Scan reports are a real plus"*

Even completely green reports, therefore without visible defects on the tires, reinforce the customer's confidence in his mechanic, if the scan is offered when the vehicle arrives at the garage. *"We must stop being bad at active reception."*

"My first concern is to make sure that the customer is satisfied." This involves adapting to a consumer-centric approach that is not always straightforward for manufacturer brands. The platform allows the editing of automated quotes with different price ranges for a given dimension. Detailed and factual reports, automated quotes allowing a free choice to the customer allow to establish a relationship of trust with the customer and not to be in 'hard selling'. The dealers take on the role of tire expert.

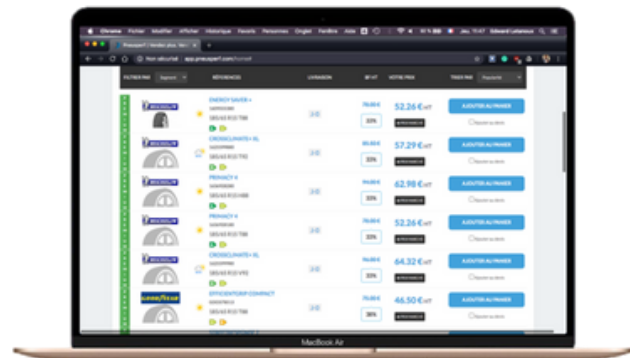
PneusPerf has already helped 100 equipped workshops to increase their tire margins by maximizing the proposals on certain dimensions, improving sales volumes, the number of services offered and even making additional sales.



THE SOLUTION

A POWERFUL AND ERGONOMIC PLATFORM

The solution allows the listing of more than 15,000 different tires. Its ergonomics allow easy, simplified research and the creation of an instant quote.



CROSSLIMATE+ XL 1625599880 185/65 R15 T92	J-0	85.50 €	57.29 € HT
PRIMACY 4 1636928180 185/65 R15 T88	J+1	100 €	52.26 € HT

Stock local : 4 unités
Stock distributeur : +20 unités
Stock Vesoul : Disponible avec délais

REAL-TIME STOCK VIEW

With just one click, PneuPerf shows you the stock status and delivery times of the selected tire: Local and / or supplier stock, the platform easily adapts to the systems used by resellers.

ALWAYS AT THE RIGHT PRICE!

More and more customers are looking for tires online and get an idea of the prices. PneuPerf allows you to obtain visibility of the competition's selling prices on the internet in one click.

Always be at the right price for your customers!

CROSSLIMATE+ XL 1625599880 205/55 R16 V94	J-0	109.00 €	76.30 € HT
PRIMACY 3 1636928180 205/55 R16 V91	J-0	94.00 €	66.15 € HT
EFFICRIP PERF 000128000 205/55 R16 V91	J-0	90.00 €	58.50 € HT

1000euros 19.67 € HT | Allstate 56.58 € HT | Carer Cash 85.42 € HT | GeneralPhoap 56.91 € HT | Elcart Auto 39.92 € HT | Norauto 55.75 € HT | Pneu 7 54.82 € HT | Tabarin - Accessoires 45.43 € HT | My garage 43.14 € HT | My center vesoul 48.13 € HT



COUPLED WITH T-SCAN TECHNOLOGY

Allows the creation of detailed report on the condition of customers' tires and includes:

- Tire wear
- Geometry to be corrected if necessary
- New braking distance

USER OPINION

"4 proposed quotes, competition comparison, etc. For the transformation to happen every time and this is just the start of a growth in prominent tire sales in 2020"

David Mieze, Spare Parts and Services Manager - SOFIDA Group

IMMEDIATE RESULTS

+18 k€

of turnover per quarter*

+543€

of tire alignment every month*

Return on investment*

30

*Study carried out between September 2019 and May 2020 among PneusPerf users.

CONTACTS

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The logo features a stylized graphic to the right of the text, consisting of several curved, overlapping lines that resemble a tire tread or a dynamic motion effect.