

Stoke-on-Trent, March 23, 2017

Michelin launches Click2Sell 'website in a box' for tyre dealerships

Tyre dealerships can roll out a personalised, business-boosting website in just two hours with the help of Michelin Click2Sell – a flexible 'website in a box' that helps dealers build their online presence and attract new customers with ease.

Click2Sell is believed to be the only tyre manufacturer-backed website-building package to allow dealerships in the UK and Ireland the freedom to promote their chosen tyre range online – whether that's primarily Michelin tyres or a premium competitor – and is available to any tyre dealership.

The initial service is now available, with Michelin Auto Professional dealerships enjoying a discounted rate, and the support of the Michelin team both during and after the set-up process.

Nick Gilbert, Digital Marketing Manager at Michelin, says: "We want to help independent tyre dealerships around the country get the best from the online marketplace, win new customers, and boost revenue. With our Click2Sell offer, it's easy for a dealership to develop a strong online presence, and they don't need to have any prior digital experience to get up and running fast."

Once a dealership's initial Click2Sell website is online, the dealer can add additional applications, including pay-in-store stock reservation, and upsell services such as air conditioning recharging and wheel alignment through an online appointment booking system.

Michelin's Click2Sell service is built around a flexible website template that can be customised to match the dealership's branding. Dealerships can also take advantage of features including an interactive map to illustrate points of sale, an area to run promotions, and a dedicated customer feedback system.

To sign up for a Michelin Click2Sell website, dealers should contact their local Michelin Account Manager.

Ends

Michelin, the leading tyre company, is dedicated to sustainably improving the mobility of goods and people by manufacturing, distributing and marketing tyres for every type of vehicle. It also offers innovative business support services, digital mobility services and publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 112,300 employees and operates 68 production plants in 17 countries. The Group also has a Technology Centre, responsible for research and development, with operations in Europe, North America and Asia. (www.michelin.com)





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