

Pneus Online unveils its new website before winter

Pneus Online (<http://www.tyres-pneus-online.co.uk>), the online car and motorcycle tyre provider, launches a new version of its website, the fourth number of its kind.

A European platform closer to the customers' expectations.

Pneus Online sells tyres on the internet since 2001, which proves it's one of the pioneers of the online tyre selling business. « Looking back, with almost 10 years experience, we have come up with a new optimized platform so that each customer is able to order the desired tyre in a few clicks. No need to be an expert to order one of Pneus Online's 12 000 tyre references" says Alexis Nerguisian, Director of **Pneus Online**.

Among the new functionalities, a new design, intuitive ergonomics, advice to guide the customer in making the right choice for its tyres and a complete technical overhaul of the system to gain time, scalability and improved performance.

« The computer system was entirely reassessed with the implementation of new functionalities through the use of latest technological innovations (Zend Framework / Ajax / PostgreSQL). This Web 2.0 platform allows us to have an edge on competition " adds Michaël Tonso, IT manager at **Pneus Online**.

With more than 1 million tyres in stock, this new platform already allows the customers to chose with perfect knowledge their tyres for this winter **20 to 40% less expensive in average than a classic tyre dealer's offer**.

This new platform will allow Pneus Online to continue its external growth by opening up to other European countries, and North America in 2010.

A few figures on Pneus Online

11,4 M £ turnover in 2008

Pneus Online sells in **10 countries** (The UK, France, Spain, Switzerland, Austria, Germany, Portugal, Belgium, Luxembourg and Italy)

Largest fitting station network with **13 428 centers** in Europe

1,03 Million tyres on stock

More than **600 000 visitors** monthly

Website : <http://www.tyres-pneus-online.co.uk>

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