

The European online tyre shop shifted into top gear

Pneus Online (<http://www.pneus-online.co.uk>), the European online tyre shop founded in 2001 in France which belongs to the leaders of online tyre selling in Europe, wants to reinforce its activity in the UK.

“Leaders work with leaders”

Pneus Online chose recently WorldPay for its payment solutions in the UK.

“We sell tyres in the UK since 2005 but we were not satisfied with our banking solution. After a call for tender, WorldPay got the deal by offering the best and the more secured solution” said Alexis Nerguisian, CEO of Pneus Online.

Pneus Online differs from competitors by having free delivery and a very large choice of tyres with a catalog of 824,433 car tyres and 185,503 motorcycles tyres. Moreover, a majority of these products is rated by hundreds of Pneus Online customers, which really helps one chose the most adapted tyre to one’s vehicle.

“Nothing but Quality...at low price”

“We sell all major brands. We refused to sell those Chinese brands at cut-prices as you can find in some other places. It’s a question of ethics. At Pneus Online, security matters.” said Mr. Nerguisian and added *“We chose to sell high quality tyres only...but at low prices”*.

Pneus Online targets to be among the top online tyre sellers in the UK in less than two years.

Kevin Castelain, the online marketing manager of Pneus Online explains *“We enforce the same recipe in the UK that made our success in France. In the UK like anywhere else, our key ingredient is and will always be our customer service”*.

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

Pneus Online tyres online shop: <http://www.pneus-online.co.uk>

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