



## PRESS RELEASE

# **PIRELLI RENEWS ITS B2B E-COMMERCE PLATFORM TO ENSURE FAST, SIMPLE AND SUSTAINABLE ONLINE SALES**

*Milan, January 27, 2023* – TyreClub+, Pirelli's B2B tyre sales platform that was launched 10 years ago, has been entirely revised. Now this working tool is even easier and more efficient to use, offering tyre dealers a better digital experience. Plenty of new functionality has been introduced, including real time monitoring of deliveries, more straightforward order management, access to data and statistics, and all the latest news from the world of Pirelli.

### **INNOVATION THROUGHOUT THE ORDERING PROCESS**

The latest version of TyreClub+ makes ordering easier and checking which tyres are available faster and more intuitive, thanks to new filters that simplify search results. Along with the list of researched products, the platform indicates the products that are currently available and in which quantities, where they are at, and how much they cost – flagging up any promotions that are on offer too. A new tracking system has been additionally introduced to monitor delivery status in real time, along with more accurate delivery dates and an individual order log that goes back 18 months.

### **KEEPING CUSTOMERS CONSTANTLY INFORMED**

Orders as well as all communications to tyre dealers can be accessed directly from the home page, in order to keep up to date with all news from Pirelli – including product launches, forthcoming shows, and sales campaigns. Product information can be quickly obtained via detailed specification sheets, test results, and other engaging multimedia content.

### **AN INNOVATIVE DIGITAL SOLUTION THAT RESPONDS TO THE NEEDS OF EVERY CUSTOMER**

At the heart of the new platform are the core needs of the user, with the people who will actually be using the new platform interviewed at length throughout the design process. As well as being made to measure for their requirements, TyreClub+ has been developed as part of a wider digital process to create value for customers by offering the best possible service and supporting their business activities across the board. Experts in e-commerce user experience were involved in the creation of this latest interface, ensuring that more and better information is readily available in just a few clicks. From a technological point of view, the platform was developed entirely in the cloud on Salesforce.com, a global leader in CRM solutions, which guarantees high standards of performance, reliability, security and sustainability. In fact, thanks to this technological transformation, when fully operational, Pirelli will reduce CO2 emissions by 40% compared to current systems.

### **THE NEXT STEPS**

The new platform was launched this month in Italy and Germany and will subsequently reach other markets during 2023. Advanced functionality is also coming soon that will allow tyre dealers to keep informed about all the latest commercial campaigns, highlighting expiry dates and targets, with a clear view of the benefits.

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