



PRESS RELEASE

PIRELLI OFFERS TYRE AND CAR MAINTENANCE IN SAFETY AT ITS EUROPEAN DRIVER CENTRES

NEW ORGANISATION OF ALL SALES AREAS, CONTACTLESS SERVICE AND VALET FACILITIES AT HOME PROVIDE MAXIMUM HYGIENE AND NEW WAYS TO GUARANTEE DISTANCING

Milan, 15 April 2020 – Throughout its Driver networks of tyre dealerships in Italy as well as other associated independent retailers in Europe, Pirelli has launched a suite of initiatives for motorists wanting to carry out tyre and vehicle maintenance during the Covid-19 pandemic, in complete safety while respecting social distancing.

A CLEAN AND ORGANISED ENVIRONMENT

The sales points of the Driver network have high levels of welcoming and management with the maximum attention on the subject of health and safety of operators and clients. With this objective Pirelli has recommended to its dealers to adopt the procedures of welcoming, organisation and hygienisation of its premises in respect of the recent indications of the most important national and international institutions. New agreements with specialist suppliers are also providing access to protective equipment for sales points at dedicated condition for affiliates, in accordance with the latest health measures. These are now added to the hygiene services already available in many dealerships, including ozone cleaning.

CONTACTLESS TRANSACTIONS FROM HOME

The use of new digital platforms helps to minimise direct contact between customers and sales personnel. Slots for tyres and other maintenance can be booked over the dealership's website for a specific time and date, meaning that customers are only in the dealership for the minimum time necessary. As well as sometimes paying in advance from home, it will also be possible to choose tyres, book a tyre change from winter to summer, as well as book specific checks on the battery and engine if the car has been stationary for a long time.

NO QUEUES AT THE DEALERSHIP

Thanks to the quick and easy online booking process, there will be no need to queue or wait at the dealership, with staggered appointments designed to anticipate periods of maximum demand. Some dealerships are already offering car collection and delivery services, and there are also dedicated valet services, in accordance with the latest regulations, with tyre changes taking place at home – such as the 'Driver on the Go' facility that is already in place at selected dealerships.

NEW WAYS TO KEEP YOUR DISTANCE

Commercial strategies are additionally being studied to help customers keep their distance through special offers and promotions, such as the discount offered by Pirelli dealerships in Spain for online bookings. Pirelli's Driver outlets in Europe are implementing measures that respond to the specific needs of each local market, such as the reorganisation of public spaces in the dealership, as well as new digital services for customers and training for staff.

Mattia Bussacchini, Pirelli's Senior Vice President of Commercial Operations commented: "The Covid-19 pandemic has affected every area of the economy and changed the usual interaction between dealers and consumers. So we are supporting our Driver network of dealerships with new digital services as well as other ways to meet the needs of their customers. This is thanks to some fresh thinking and new standards of excellence, which will allow motorists to carry out any required car maintenance in comfort and safety."

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