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# GDHS - KEEPING PACE WITH THE TIMES

## INNOVATION, GROWTH AND PARTNERSHIP FOR YOUR ENTREPRENEURIAL SUCCESS

Goodyear Dunlop Handelssysteme (GDHS), a subsidiary of the Goodyear Dunlop Group, has been franchisor for the tire specialist retail for over 40 years. Over 1,100 companies have meanwhile joined one of the three specialist retail concepts on offer and receive professional support in the areas of sales,

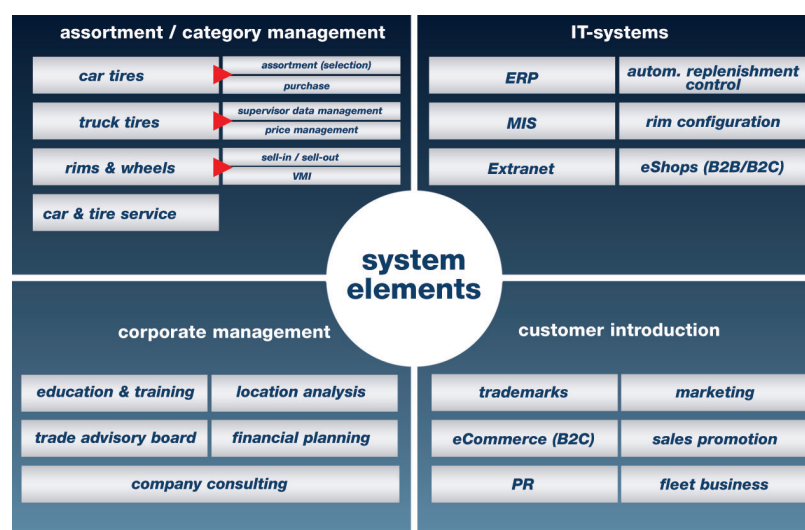
e-commerce, marketing, further training, inventory management and corporate management. At the same time, GDHS is the number one marketer of the Goodyear Dunlop Group and it is consistently expanding this position. Goodyear Dunlop Handelssysteme experience and expertise also serve as „best practice“ for the Goodyear Group for collaborative concepts with tire specialist dealerships in more than 32 countries in Europe, the Middle East and Africa.



The cooperation thrives on innovative and pioneering concepts around tires, wheels and car service as well as trustful partnerships with the affiliated companies and employees. The objective of GDHS as system provider is to develop a strategy and, together with partners, to ensure that they do not miss any trend and that they develop in a future-oriented manner. Furthermore, the claim has always been to help shape the progress in the tire specialist trade with innovative support programs and to set new stimuli for the expansion of customer service. Every partner looking for support, because he cannot cope with diverse demands of the market on his own is considered individually by GDHS – for his market, his competitive environment and local challenges. Linked with supra regional conditions, the experts offer appropriate concepts and strategies with the three

trading systems Premio Reifen + Autoservice, Quick Reifendiscount and HMI, the trade marketing initiative. In addition, the system provider strengthens the trader's entrepreneurial skills, positively supports the things the partner is already doing well and gives new impetus from the group.

### System elements for holistic market cultivation





# INNOVATIONS OF GDHS

## DIGITALISATION AS OPPORTUNITY FOR THE FUTURE



Fast technical developments in the automotive sector coupled with increasing digitalization of purchasing processes have strong impacts on the processes and service offers in the tire specialist retail and in vehicle repair shops. For an individual entrepreneur, it is difficult to adapt to the ever-changing conditions in order not to lose touch with the competition. It is good if one is part of something bigger and has an organization like GDHS in the background, which intensively deals with ever-changing circumstances, while one can focus on his actual core business.

## FUTURE WORKSHOP AT A GLANCE

The development towards vehicles that communicate internally between their systems and use external connection to the global network poses entirely new challenges for garage operators. Moreover, there is a generally changed consumer behavior that not only affects the industry, but has become commonplace: no matter what one wants to buy, 80 - 90% of customers get informed in advance on the Internet and come

with concrete product, service and price expectations to the tire and automotive service dealership. Therefore, it is increasingly important for the Goodyear Dunlop Handelssysteme and its affiliates to be present on the internet - not just with advertising, but also with a dealer's own web shop. The contacts with new customers that order their goods and service via the web shops and book their appointments directly in the online appointment planner, at the same time provides a chance for offering more service and acquire new regular customers amongst the visitors.



### ONE THING IS CERTAIN!

Tire and car service must be provided increasingly on-site in professionally equipped garages and, given the technological development of vehicles, even exclusively with experts with appropriate diagnostic equipment, with access to the OEM platforms, the required certificates of competency, well-educated, and trained personnel.



# OMNIPRESENT WITH OMNICHANNEL

## PERFECT COMMUNICATION ON ALL CHANNELS

In order to find the affiliated partners on the Internet, GDHS now offers a variety of online marketing aids to present the services. These include local and central Google Adwords campaigns, an integrated online scheduler, advanced technology in individual online shops with appropriate prices and service packages, the choice of market-oriented price channels, customer introduction via central brand pages and the appropriate advice on advertisement planning. The successful mix of online and offline activities and reasonable selection of communication channels are the prerequisite for advertising success.

Nowadays, it is no longer sufficient just to be an online provider, or to approach people only in their local environment without the linkage of the Internet. GDHS and its partners have found out that new customers can be reached easily via online campaigns. GDHS comes in here and endeavors to make the most of these contacts. Classic tire customers can then become car service customers when they come

to the dealerships to have their tires mounted and they get to appreciate the professional advice for which direct contact between people is still important.

Partners should not ignore these new processes. They need to be open, try things, make their experiences, and customize their online and offline activities and redistribute advertising spending and budgets.

Important thereby is that the Look & Feel of the dealers online, but also in the classic customer approach in newspapers, with leaflets, on posters, etc. remains consistent and recognizable.





# THE CORE OF GDHS

## ERP SYSTEM *tiresoft 3*

With the objective to make life easier for tire specialist dealers, the *tiresoft 3* ERP system was developed for professional workshop and customer management. This is geared to the needs of distributors and it helps them to make their operations as efficient as possible.

With *tiresoft 3*, GDHS has created an all-encompassing platform of system tools based on existing Microsoft Dynamics Software.

All business processes and the added-value chain of the dealers are depicted in *tiresoft 3*. By clicking through a consultation screen with all important customer, product, price and storage data, one can access all the necessary integrated connections. Special advantages are offered by GDHS' own parts catalog with all information for the work in the garage and the possibility of digital service acceptance, the connection of industry, auto parts suppliers and purchasing platforms for an integrated ordering system and the connection of the dealer's own web shops for depicting all processes in the e-Commerce, such as professional market price analysis with deposited price channels, appointment management for all channels, customer approach and communication via the CRM tool and integrated financial services.

*tiresoft 3* is living software by which the functionality is continuously developed together with the dealers. IT working groups, training of all employees, seminars to intensively deal with topics and new



functionalities and regular exchange with local partners make this software so innovative and unique. Stability and investment security through selected standard software as a base paired with the know-how of developers of the system provider and constant feedback of connected entrepreneurs help to further streamline the processes in the dealerships, offer new services, facilitate handling for all employees and thus increase profitability and future viability of tire dealers.



### GDHS INNOVATION *tiresoft 3*

With *tiresoft 3*, GDHS offers its dealers a software generation that is unique in the industry for efficient daily business. Thus, a system on a local server at the dealership is no longer sufficient. Only a professional centralized solution can provide these fully integrated services.



# SECURING THE FUTURE THROUGH FURTHER TRAINING



The expertise of all employees in their respective areas is the prerequisite for the success of a company. This expertise must be regularly updated and developed in order to guarantee professional service oriented towards current developments and demands.

GDHS Training Center program provides training in areas such as tires and chassis, car service and communications. The training center can also be used to acquire various specialist customers that are essential for many automotive service jobs.

In addition, there are regular training sessions on *tiresoft 3* merchandise management in order to optimize the use of the system, where full potential can be exploited.

Online training on various topics and learning videos on various topics round up the offer.

In the online training center, further education of all employees can be planned, booked and understood. For each dealership, there is a complete overview of the current training status, regardless of whether the training was completed in the GDHS Training Center or in another facility.

## NEXT GENERATION TRAINING PROGRAM

Training of next generation executives is also part of the offer at the training center.

In the **management support program**, participants learn everything that is necessary for modern dealership management.

The succession regulations in the dealerships can be supported significantly.

## GDHS ACADEMIES

The GDHS academies „**GDHS Service Consultants**“ and „**Premio Salesperson**“ are a useful combination of various training courses that allow employees to qualify in a special way. The positions help to create a close connection between workshop and sales and to significantly improve and at the same time simplify customer service.

Entrepreneurs and managers also get the opportunity to participate in continuing education courses through online training, thanks to a mix of online training, self-study and online tests with the **greatest possible flexibility**.



### OFFERS AT THE GDHS TRAINING CENTER

The GDHS Training Center provides training for business, computing, tire technology and service, as well as car service. It collaborates together with well-known manufacturers and suppliers.



# POTENTIAL OF GDHS PARTNERS

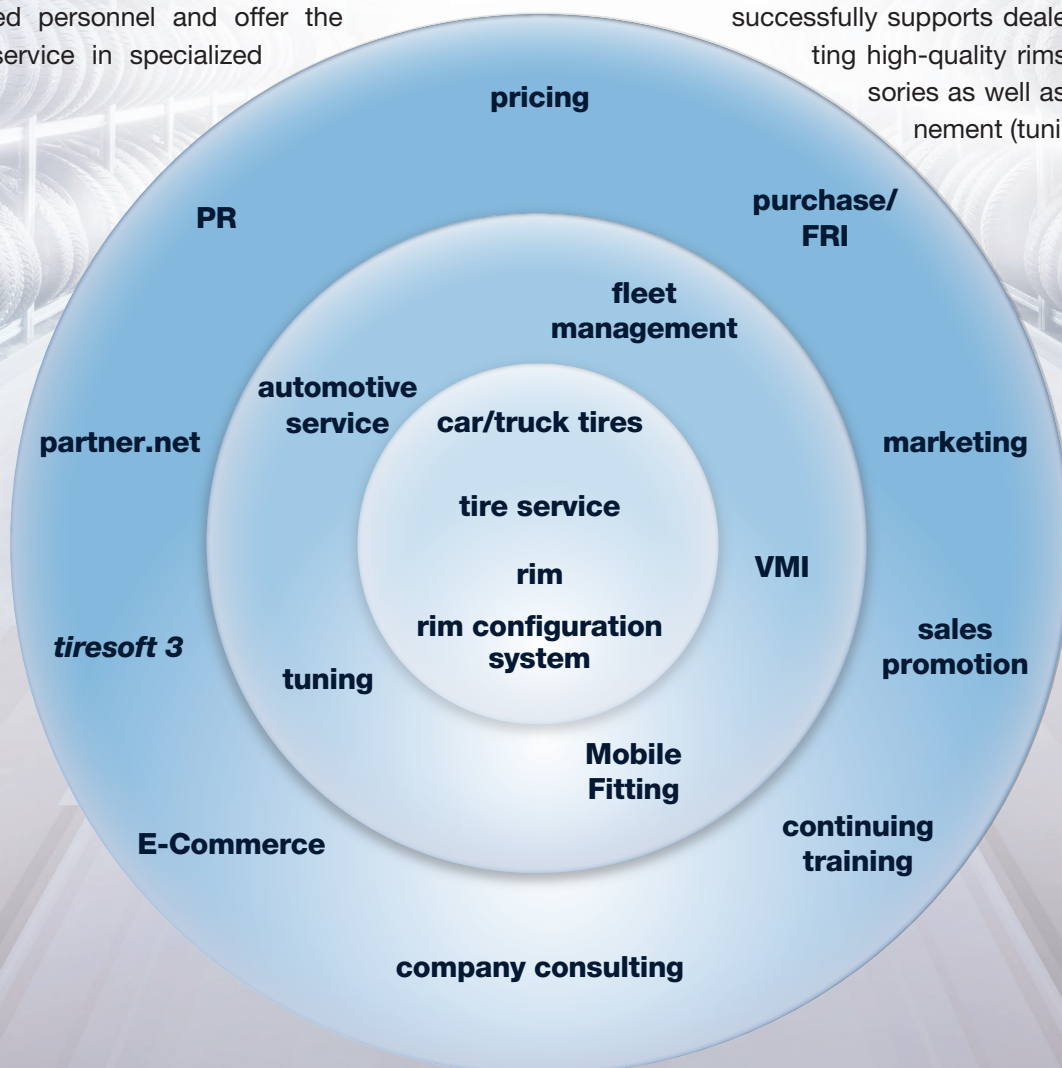
## THE TIRE EXPERTS

Tires are the core business of all GDHS partners. With Goodyear Dunlop, you have guarantee of quality products that always has the future of mobility in focus.

Highly professional tire service, in addition to high-quality products, is constituent part of basic business of our partners. Professional assembly of all tires, including UHP and run-flat tires, is obvious and confirmed by the wdk certificate. GDHS partners, above all, are experts for tires and tire service of every kind - from passenger car tires to light truck to truck and commercial vehicle tires; partners have positioned themselves according to their business model. From tire-repair to expertise for the installation of tire pressure monitoring systems, to breakdown service, the GDHS companies work with qualified personnel and offer the very best service in specialized tire trade.

## ADDITIONAL PILLARS

In order to remain successful in future, GDHS supports its partners in placing their businesses on broader footing. In many dealerships, the automotive service is now quite naturally part of the concept. As regards garage equipment, training of personnel, expertise and processes in the workshop, partners receive support by our experts. You are guaranteed not to miss any regulation and to know in advance about the latest developments of automobile manufacturers and vehicle technology. In addition, GDHS successfully supports dealers in marketing high-quality rims and accessories as well as vehicle refinement (tuning).





# CAR SERVICE



Not only in the dealerships of Premio Reifen + Autoservice is the latter part of business, also many HMI dealerships have identified automotive service as another pillar for sustainable business in the highly competitive automotive service business. In order for partners to be able to stand up to their big competitors in this extremely demanding field, they are supported by car service experts. GDHS consultants know exactly when which regulations will be relevant to the partners, and they can explain exactly what the consequences are and provide a view of the near and distant future, so that the employees in the garages have time to adapt to changes and possibly necessary continuing education can be pursued in time.



## WHAT DOES THE „FUTURE WORKSHOP“ LOOK LIKE?!

What requirements must automotive workshops be able to fulfill tomorrow, what equipment and expertise will be required for this?

For GDHS, this is among the central issues experts constantly address. Profit from their results and know today what is expected of you tomorrow.

## THE GDHS PARTS CATALOG IN *tiresoft 3*

The GDHS parts catalog as full integration in the *tiresoft 3* ERP system forms the core of the work in GDHS garages. After calling up customer vehicle data, the manufacturer-specific maintenance work, the specific maintenance plans, repair instructions, technical information and labor values are displayed in addition to the appropriate vehicle parts and their sources of supply and transferred to the sales order. Networking of customer inquiry, sales, workshop and costing has thus reached completely new quality and professionalism.

## MANUFACTURER-SUITED WORKING

Customers have trust that the work on their vehicles would be carried out according to the manufacturer's specifications and that they would not have to fear any loss of value or warranty for their vehicle when visiting an independent garage. In order to live up to this claim, working with OEM platforms is obvious for GDHS garages. The use of digital service booklet is also being considered at GDHS. Regular garages, car service expert meetings and training help partners to handle new working aids safely.



# TIRE MANAGEMENT FOR TRUCKS AND COMMERCIAL VEHICLES

Many GDHS partners have made the truck and commercial vehicle segment an important part of their business. GDHS supports them with a holistic concept and suitable service modules from the product range policy via training offers to customer contact and support of fleets. The experts at the headquarters ensure the improvement of sales opportunities of each individual partner, with the help of practice-oriented tools and key-figure-based, well-founded information about potential size and growth opportunities.

GDHS urges truck marketers to be actively involved in the development of building blocks, develop supportive marketing measures and rely on regular communication with the partners at conferences and in a truck working group.

## ATTRACTIVE CUSTOMER SERVICE FOR FLEETS

An important instrument within the care of truck fleets is fleet check. **The web-based solution of fleet manager can be used with a notebook or tablet, and it thus enables professional fleet checks and analyses at customer premises.** Based on input data, many potential savings can be demonstrated - from tire and air pressure analysis up to the optimization of service life.

Moreover, Goodyear Dunlop Group supports the partners with high-quality products and new service technologies in order to be the professional consultant and service provider for truck fleets in the respective region.



## A STRONG NETWORK FOR MOBILITY

For central agreements with new fleet customers, Goodyear together with 4Fleet Group (p. 19) additionally provides customer management. Furthermore, the truck tire management „Truck Force“ initiated by Goodyear Dunlop supports the partners there. „TruckForce“ offers a Europe-wide, high-quality truck tire service and management network. Mobile breakdown service via the 24-hour breakdown hotline „Goodyear Serviceline24“ plays an excellent role in this network.

Prerequisite for the partnership are operational and well-equipped service vehicles that are ready for deployment around the clock. GDHS partners already provide more than 300 service units within the Truck Force concept in order to be able to process high-quality tire service and customer orders as quickly as possible in the national and international breakdown service.



### YOU CAN ALSO ENSURE MOBILITY IN FREIGHT TRANSPORT ON THE ROAD

GDHS partners play a prominent role in the Goodyear „Truck Force“ network. More than 70% of incoming breakdowns via the „Goodyear Serviceline24“ hotline are accepted and processed by our partners.





# PREMIO TUNING



With the module Premio Tuning, GDHS supports its partner dealerships in addressing a target group that is particularly emotionally connected to their vehicles and likes to spend money on customization. The focus of Premio Tuning is on the commercialization of wide tires in the UHP range, alloy wheels, suspension and tuning accessories. Partners receive the necessary marketing and sales support to be able to offer appropriate products and services to the target group.

## COMMUNICATION – PRINT, ONLINE AND IN PERSON

The multi-channel approach to customer communication at Premio Tuning plays a prominent role. For many years, GDHS has been using the Premio Tuning Catalog as a comprehensive reference work. This lies in the dealerships in the garage and it is used here for sales support. Moreover, it is sold as a product at kiosks and is available as an online version. In addition, Premio Tuning News appears twice a year, just in time for the seasons.

As an online consulting medium, in the past years, the 3D rim configuration system has developed into a professional digital support as a B2B and B2C version. Here, the tuning components approved for the corresponding vehicle are displayed and assembled virtually. For the favored configuration, the customer receives a code that the dealer can use to place the parts or alternative suggestions during

the sales pitch. Premio Tuning is important, but also direct contact with potential customers. At legendary tuning shows - Tuning World Bodensee and Essen Motorshow, Premio Tuning seeks direct contact with the corresponding target group and routes them to the experts within the specialist trade group. Often, traders within GDHS also have the opportunity to present themselves here on site and to address potential customers, advise them and navigate them to their own dealership.





# PARTNERSHIP – THE VALUE OF GDHS

GDHS would be nothing without the **people** that shape the systems and give them a face. In fact, there are even many faces, since each GDHS partner is an individual entrepreneur with individual ideas and principles, according to which he manages his company. However, all have a common goal: They want to continue to belong to the successful players in their industry in the future. That is why they joined GDHS to be part of something big. Three partners, exemplary for GDHS:



## LEARNING FROM EACH OTHER PREMIO REIFEN + AUTOSERVICE: REIFEN THOMSEN GMBH

Dirk Thomsen's company comprises a total of five Premio dealerships, Reifen Thomsen and two HMI dealerships, which operate under the name Reifen Boysen. Thomsen has 55 employees in its seven branches. Thomsen is one of the Premio partners that played a major role in the *tiresoft 3* ERP system. „For six months, we tested the system and formulated weak points. After all, it is in our interest that the system functions smoothly, and that is only possible if practical experience is incorporated and taken into account“, says Dirk Thomsen. Today, he works in all companies with the ERP system and is constantly involved in further development.







## MAINTAINING TRADITIONS

### HANDELSMARKETING INITIATIVE: REIFEN BRAUN

35 years ago, Volker Braun founded the dealership with an assembly machine and a lifting platform. He eventually received support from his brother, who also completed his training here, as well as from his wife, who joined the business. Today, the dealership not only offers professional tire service, but also a comprehensive automotive service. HMI strengthens the dealership perfectly, so that it can continue to act as a family business with its own company name and stand its ground against strong competition.



## SUCCESS THROUGH EFFICIENCY

### QUICK REIFENDISCOUNT: RALF BECK GMBH

Ralf Beck has been running the Quick Reifendiscount in Bergisch Gladbach, since 2009, which has been at this location since 1997 and is not only one of the oldest Quick dealerships, but also one of the most successful ones. The company owes its great efficiency to its employees, one of whom is active in sales alongside Beck, and five more in the workshop, and Quick concept is: advertising, EDP, purchase, VMI - with the right use of all GDHS modules, these challenges are not a problem despite the low staffing level. Its own online shop that is obvious for all Quick partners allows the dealership a disproportionate growth in the piece number / sales share. Even the online appointment planner has become indispensable with 25% booking share.



# EVERYBODY IS PART OF SOMETHING BIG

## EXCHANGE

GDHS and its partners attach great importance to personal communication with each other. This is the only way to benefit really from the size of the organization and to have it configured. To this end, the GDHS has created numerous platforms that regularly facilitate lively exchange between partners, but also the partners and the staff at GDHS headquarters. Each individual here is addressed to participate and encouraged to participate actively in the development.



## REGIONAL MEETINGS

Twice a year, in spring and autumn before the respective seasons, the regional meetings for Premio and HMI systems take place at three locations in the west, south and north-east. The partners of Quick Reifendiscount also meet twice per year in one location. The one- to two-day sessions will be presented in plenary sessions informing participants about the latest developments within GDHS and industry, and in workshops. Not only current topics are dealt with, but also lively discussions take place. Especially important at these events is informal exchange amongst partners around the event.

## MEETING OF FOREMEN

The two- to three-day meeting of supervisors marks the start of GDHS events each year. At the beginning of the year, the car supervisors from dealerships come together. You will find information here on new regulations that you have to adjust to and which expertise and equipment that must be available in the workshops. Suppliers of GDHS show in a practical way in which they can support the work in the workshops and they are available for talks at in-house exhibition organized especially for the supervisors.





## WORKING GROUPS

Various working groups help to improve processes and sequences in the cooperation between headquarters and dealers. In the *tiresoft 3* working group, dealers have the opportunity to ask their questions, make suggestions about the GDHS ERP system, and thus contribute effectively to further development. The automotive service and truck working groups also serve to address entrepreneurs' problems, to define common standards in workshops and to discuss new service offers and their implementation.



## *tiresoft 3*- USER MEETINGS

In order that all users of *tiresoft 3* ERP can really exploit the potential of the system, *tiresoft 3* user meetings are held regularly. On the one hand, the participants receive useful tips for daily interaction and, on the other hand, receive answers to their individual questions.

## ADVISORY BOARD

The advisory board represents the interests of the dealers. It is consulted on all strategic issues, expansion-relevant decisions and aspects of the evolution of individual trading systems. This makes the Advisory Board an active trendsetter for future processes within the GDHS network. Its most important role, however, is that of mediator: The Advisory Board is the representative of interests and point of contact for dealers and mediators on questions in dispute.



## BECOMING A PARTNER

Over the years, GDHS has developed three different concepts that are tailored to different needs of entrepreneurs in the industry. For each concept, Premio Reifen + Autoservice, the Handelsmarketing-Initiative and Quick Reifendiscount, other requirements are demanded by the partners and they receive a different offer of service modules.

However, all are equally part of the GDHS network and benefit from it.

# PREMIO REIFEN + AUTOSERVICE

The full service concept of GDHS does not only rely on professional tire service. With the car service, it is on another secure pillar. Thus, the concept for customers and vehicle care offers growing potential for the partners. The concept is aimed at owner-managed master enterprises, locally established and committed, which intend to secure the future of their company with a professional and strong organization in the background. With Premio on their side, partners benefit from the expertise of many experts in various fields. The entire concept, from national and local advertising, shop design, presentation of goods, on-site consultation up to equipment in the workshops, but also many sophisticated components such as the use of *tiresoft 3* ERP have proven themselves and secure Premio a leading role in the market. Thereby, it is precisely the common, binding standards that each Premio partner is committed to with offer, service and market presence that make the Premio Reifen + Autoservice brand so successful.

currently, GDHS serves 370 premium partners, 278 of which are in the German and 92 in the Swiss market. At the same time, GDHS is the competence center for premium companies in Eastern Europe and in the Benelux countries. The concept is being pushed forward also in other European countries, so that Premio has developed into an international brand with over 600 locations.

For the connection to the system, Premio attaches great importance to the fact that the requirements are fulfilled by future partners. This is the only way to make the excellent image that Premio enjoys in the market sustainable.



## THESE REQUIREMENTS AT LEAST MUST BE MET:

- Euro 750,000 p.a.
- 4,000 tires p.a.
- 60-sqm shop space
- 4 vehicle workplaces
- 250-sqm storage capacity
- competent staff including foreman



*Sie lieben Ihr Auto? Wir auch!*

[www.premio.de](http://www.premio.de)



# QUICK REIFENDISCOUNT

The partners of Quick Reifendiscount are in partnership with the most successful tire discount company in Germany. One reason for the success is the soul of the concept: the „professional simplicity“ and concentration on four core competences: Tires, rims, wheel mounting and axle alignment.

At Quick, everything is reduced to the essentials without sacrificing quality and service: the functional sales room equipment is designed to appeal to customers and they can rely on the latest technology in the workshop. Optimum warehouse logistics and efficient personnel planning guarantee the entrepreneur at least 30% lower equipment cost than conventional tire specialist dealerships.

For marketing and EDP, Quick entrepreneurs rely on the expertise of GDHS headquarters, as well as in the development of online commerce, which is becoming increasingly important to Quick.

Running his or her own online shop is obvious for every Quick partner.

Both franchisees and investors are welcome in the „Quick family“.



## THESE REQUIREMENTS AT LEAST MUST BE MET:

- Commercial education (automotive industry is an advantage) and salesmanship
- Suitable location in a metropolitan area with at least 200,000 inhabitants
- Frequented location
- 500–800 sqm building space or building plot of 1,500 - 2,000 sqm



[www.quick.de](http://www.quick.de)



# HANDELSMARKETING-INITIATIVE HMI

GDHS cooperation concept, with around 600 partners, is the largest trading system under the GDHS umbrella.

Since 1986, tire dealers that aim to assert themselves in the fiercely competitive market, with their individual market presence, have joined the concept. GDHS opens up access to valuable marketing expertise to assist trading partners willing to market the brands Goodyear and Dunlop, above averagely, by helping them in selling tires and services. Trade-related advertising measures during the classic conversion periods support local HMI partners. Additionally, merchant homepage packages with an integrated online scheduler are offered. Moreover, the partners benefit from numerous exclusive services provided by the GDHS, such as the fleet management of the 4Fleet Group, central purchasing via the Freie Reifeneinkaufs-Initiative (FRI), the

ERP system *tiresoft 3* and the automatic replenishment control VMI.

In addition to the classic tire service, many HMI partners are dedicated to the lucrative and high-margin car service. Service modules „Trucks“ and „Premio Tuning“ are also open to HMI partners.

HMI attaches great importance to the potential of each partner and the quality of operations in order to increase the competitiveness of the group and of each individual.



## FOR THIS REASON, CERTAIN CONDITIONS MUST ALSO BE MET FOR THE PARTNERSHIP WITH HMI:

- Employment of a vulcanizing staff or vehicle supervisor
- Wdk certification
- Professional exterior design
- At least 3 platforms





# 4FLEET GROUP

## PROFESSIONAL SUPERVISION OF FLEET CUSTOMERS IN FOCUS

The 4Fleet Group has catered for process optimization in fleet management for more than 20 years. With 1.200 service stations in Germany, Austria and Switzerland and more than 4.000 partners throughout Europe, it is already one of the leading service providers in the field of tire management.

Despite the increasing pricing competition that has been prevalent in the fleet business for some time, 4Fleet Group is able to cope with important customers. Well-known leasing companies, including many international, have signed framework agreements with 4Fleet Group. Amongst the offers are fleet-specific analyses, professional advice on exploiting cost-cutting potential, driving license control and accident prevention inspections besides supervising vehicle fleets in the tires and wheels sector of passenger cars, vans and trucks (trucks, light trucks), the offers also include individual agreements automotive service. Thus, 4Fleet Group serves as an important service component

and customer supply tool for the tire dealers affiliated with GDHS. These can approach problem solving immediately with information deposited on individual customers and fleets and serve the customer.

The contracts with the affiliated GDHS partners are processed and settled online via Fleet Online Solution (FOS) program – the European fleet-settlement program. Online authorization and electronic error checking during order processing and the interface to the *tireoft 3* ERP system help 4Fleet partners with fast processing of orders.

The logo for 4Fleet Group, featuring the text "4Fleet Group" in a stylized blue font. The "4" is large and bold, followed by "Fleet" and "Group" in a slightly smaller font. The logo is positioned on the left side of a horizontal banner that also features a photograph of a silver car driving on a road.

# TYSYS

## COMPLETE WHEEL COMPETENCE

TYSYS is responsible for competent marketing of complete wheels, rims and tires. The customers of TYSYS above all are automobile manufacturers, car dealerships, motor vehicle repair shops and the tire dealership. Flexible production capacities make it possible to process both small and large orders in the complete-wheel sector in good time.

With the ISO 9001 certified in-house and modern complete wheel assembly lines, TYSYS is able to produce up to 3,000 complete wheels per day in a three-shift system.

As part of Goodyear Dunlop Group, TYSYS uses the ability to access both warehousing capacities and logistics of the Group. This means: available goods are delivered to the customer within 24 hours.

Using the online ordering system at [www.tysys24.de](http://www.tysys24.de) customers can search for the desired products around the clock and order them immediately. As a customer-oriented service provider, TYSYS clearly stands out from the mass of anonymous online portals. Employees

of the hotline are experts without exception in complete wheels and they provide expert information on all wheel-tire combinations. Additionally, TYSYS customers receive a comprehensive overview of the current product range of tires, steel and alloy wheels in the TYSYS complete wheel catalog that has been established since many years ago.

The logo for TYSYS, featuring the text "TYSYS" in a large, bold, black font. Below the main text is a tagline in a smaller font: "EXPERTEN FÜR REIFEN, FELGEN UND KOMPLETTTRÄDER". The logo is positioned on the right side of the page.



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