



New Infinity Tyres Website

Infinity Tyres have launched a brand new website which reinforces the new Infinity brand identity and supports the new advertising and point of sale initiatives.

This overall brand positioning reflects the growing and enhanced quality status of Infinity Tyres – fast becoming recognised as one of the world’s leading providers of a low cost, high quality, premium economy alternative within the current global replacement tyre market.

The new website, utilising the existing address (www.infinity-tyres.com), features several new sections:

- About Infinity
- News and Events
- Tyre Range
- Dealer Zone
- Contact

There is also the opportunity to download the multi-language Infinity World newsletter in portable document format (PDF).

The website also features a “Tyre Search” function, which allows users to find an Infinity tyre by category, pattern or size. This applies to the whole Infinity range, encompassing Passenger, Light Truck, Truck and Bus, OTR, Agricultural and Industrial tyres.

There is also an online opportunity to order items from the new Infinity point of sale range – conveniently categorised into Exterior, Interior, Golf, Clothing and Extras.

Future enhancements will include a “Know Your Tyre” section and a section for “FAQs” – frequently asked questions about tyres.

In addition, it is envisaged that the site will be translated and available in several languages and there is also the possibility of the introduction of a password-protected online ordering and tracking facility for Infinity distributors.

The online enquiry section encourages global interaction and communication – the worldwide web continues to reinforce the global objectives of Infinity Tyres – a true “Welcome to Infinity World”.

In line with Infinity’s strategy of expanding its worldwide coverage, delivering brand consistency and opening up 2-way channels of communication, there will be soon be “social networking” avenues to explore – this will allow Infinity to post and upload product and company images and information and to allow users to comment on the “tyre experiences” and invite others to join the group. It is anticipated that the social networking group site will enable Infinity to reach all sectors of the distribution channel – distributors, dealers, consumers – and to gain and exchange valuable market, product and driving information.

The Infinity Tyres group page is available through Facebook.

For further information about Infinity Tyres, visit the new website at www.infinity-tyres.com, or call our Global Support Team on +44 208 200 2367 or email europe@infinity-tyres.com.