

- **Point S has unveiled a brand-new omnichannel communication campaign, emphasising the quality and versatility of its private label brand of Point S Tyres.**
- **The campaign includes new video content that highlights the variety, reliability, rolling resistance, and safety performance of the range in dry, wet and snowy conditions.**
- **Third-party test data from independent technical testing organisation, TÜV SÜD Product Service, underlines the quality of the Point S Summer and Winter product lines.**
- **"We are giving drivers the option of a safe and affordable tyre that operates at a high level of performance." – Emilie Faure, Point S Development International Private Label Product Manager.**

Point S, the world's leading independent tyre dealer and car maintenance network, is emphasising the quality and versatility of its private label brand of Point S Tyres across 2024 as part of a brand-new omnichannel communications campaign.

Point S's exclusive tyre range, which is manufactured in Europe and covers passenger cars, SUVs, and light trucks, includes three product lines – Point S Summer, Point S Winter, and Point S 4 Seasons. The campaign will be led by a series of video content aimed at promoting the benefits of the product portfolio.

The first video of the campaign was filmed by Blue Max Media and Oozbo – specialist agencies with extensive experience of working with world-renowned brands. The video has been produced to highlight the range's variety, reliability, rolling resistance, braking performance, and handling performance in dry, wet, and snowy conditions.

Independent technical testing organisation, TÜV SÜD Product Service, conducted tests on the Point S Summer^[1] and the Point S Winter^[2] tyres. Benchmarking the products against a budget tyre, two competing Tier 2 brand tyres, and a premium tyre, the tests assessed key aspects of both tyres' performance, safety and efficiency. Both tyres performed better than the budget and Tier 2 products, and were comparable to the premium product in a number of test criteria.

Point S International CEO, Fabien Bouquet, said: "Our private label brand, Point S Tyres, offers motorists the right solution for every driving environment, and our brand-new video encapsulates this. Whatever the weather or the driving conditions, we are committed to providing products that are increasingly safe, comfortable, economical, and high quality. With Point S Tyres, drivers do not have to choose between price and safety."

International Private Label Product Manager at Point S Development, Emilie Faure, said: "The tests conducted by TÜV SÜD Product Service have proven the performance and safety of Point S Tyres. Having access to third-party test data is a clear reflection of the quality of the product lines and proves that we are giving drivers the option of a safe and affordable tyre that operates at a high level of performance."

To watch the video, click on the arrow:

ENDS

About Point S

Founded in 1971, Point S is a world leader in tyres and vehicle maintenance. Thanks to the strength of its brand, Point S offers a brand platform with 50 years of history and a retail concept that has been implemented on five continents. With more than 6,185 Points of Sale, the company is present in 51 countries around the world and employs more than 31,700 people. The Group sells over 19 million tyres a year and has consolidated retail sales of over €4.2 billion.

Website: www.points-development.com