

Web-based marketing portal for Iveco dealers

Essen, April 6th, 2011 - Mehrkanal now also adopts their automotive knowledge for one of the leading commercial- and special vehicle producers: Iveco, the global system supplier of transporters, trucks and utility vehicles, implements the marketing management system (mms) of the agency in Essen to their new- and used car dealers all over Germany.

Iveco wants to arrange the marketing of their trade partners more professionally and efficiently. Gerd Gloyer, head of marketing at Iveco Magirus AG, sees a huge potential for further sales successes in unifying processes in retail marketing: "Due to the great variety and the high specialisation of our product range, our dealers are faced very often with regional and very different customer wishes and requirements. A professional marketing tool not just facilitates their everyday work, but also strengthens our dealers particularly in the regional competition."

Markus Plaum, managing director of the agency Mehrkanal, explains: "We are very pleased to welcome Iveco in our circle of customers. Along with Peugeot, Ford, Kia and other renowned vehicle manufacturers we can also prove our automotive experience for a prestigious commercial vehicle manufacturer."

So various the Iveco vehicle range is, so are also the requirements on an innovative and efficient retail marketing portal. The marketing management system of MEHRKANAL supports and steers all regional marketing measures of the dealers – the planning of campaigns of all Iveco sales locations can be accomplished web-based very soon. With the help of the marketing portal, the Iveco dealers are enabled to realise, their with specific content individualised, corporate design conform marketing measures simply and with little effort. Whether for light utility vehicles or 40-ton vehicles- the central of the system is the highly competitive software with integrated data bases and communication modules for newspaper advertising bookings, billboard bookings and bulk mails. Furthermore, an extensive image- and media data base, as well as an advertising material- and a brochure-shop is provided to all sales locations. Not least, the new Iveco retail marketing platform serves as a B2B communication tool between the headquarters of Iveco and their trade partners.

The marketing management system will be introduced at Iveco in April 2011: The Iveco team introduces the new marketing portal to about 40 dealers with more than 70 users, personally. Additionally, the agency Mehrkanal in Essen offers a first-level-support telephone hotline for all sales locations. Further modules are already planned: After the comprehensive implementation of the portal, modules such as mobile marketing, radio spots, online banner and a dealer website kit shall follow soon.

About Iveco:

Iveco develops, produces and merchandises a large range of light, medium-weight and heavy utility vehicles as well as coaches and special vehicles for fire prevention, off-road operations, defence and civil defence. Iveco employs a staff of more than 27.000 and pursues 27 facilities in 16 countries, in which the technologies, developed in 6 research centres are turned over. Besides Europe, Iveco is active in China, Russia, Australia and Latin America. Wherever an Iveco vehicle is on duty, more than 6000 service locations in about 100 countries guarantee technical support.

More on www.iveco.com.

About Mehrkanal:

MEHRKANAL is one of the leading suppliers of marketing management systems, based in Essen. The company is specialised for establishing, leading and integrating brands in and via the internet. Due to the close networking and the interaction of web-based tools, Mehrkanal optimises marketing and sales of numerous internationally operating brand manufacturers. The customer portfolio includes companies as Peugeot, Kia Motors Europe, Jaguar, Land Rover, Renault, Dacia, Deutz-Fahr, Brax, Banque PSA Finance Deutschland, Esprit, Iveco, Tamaris and Ford.

More on www.mehrkanal.com.

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