

Press Release

MEHRKANAL Supports Hyundai On The British Market

New web based marketing solution strengthens automotive dealers in reaching their sales targets

Essen, October 09, 2012 - Together with Innocean Worldwide Europe, the marketing communications company for Hyundai Motors Europe and Kia Motors Europe based in Frankfurt, MEHRKANAL has won the pitch for a marketing management system (MMS) for Hyundai Motors UK. Roughly 150 dealers can use the new marketing portal and individually implement their regional trade marketing campaigns with the help of the web based solution now.

The MMS by MEHRKANAL enables the central marketing department of Hyundai UK to bundle and administrate all relevant information on merchandising campaigns and make them available to the entire dealer network via the system. With the MMS, marketing processes of local marketing measures like ad placement, print mailings, and instore material are centrally controllable and documentable. Hyundai dealers can, for instance, prepare, produce, and distribute individual customer mailings sorted by topic and car model. Furthermore, the system serves dealers to individually create price sheets for the labeling of vehicles in their showroom. Beside customisable templates for the preparation and booking of images and product ads, the dealers also have access to an extensive image database. The central marketing department can track all dealer activity in the portal via various application tools provided in the system.

Hyundai has set its sight on strengthening the dealers and growing on the British market. This aim is promoted by the MEHRKANAL solution – British Hyundai dealers are supplied with an innovative marketing management system and can address their target group in a way that is more efficient, individual and yet corporate design compliant with the brand to ultimately improve reaching their targeted sales.

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.

Contact:

MEHRKANAL GmbH

Lars König, Head of Marketing and New Business, Wilhelm-Beckmann-Straße 7, D-45307 Essen

Tel.: +49 201 27303-450, Mobile: +49 160 99118462, Fax: +49 201 27303-550

koenig@mehrkanal.com, www.mehrkanal.com

Press Contact:

BRANDTZWEI communications

Gabriela Kiss, Helenenstraße 37, D-53225 Bonn

Mobile: +49 160 97708199, Tel.: +49 228 9654905

kiss@brandtzwei.de, www.brandtzwei.de