

“... allows buyers easy access to tire information and technology...”

## Yokohama.ca

### *The challenge:*

Yokohama Canada wanted a fresh approach for their website. They recognized the role that a well-designed web presence performs in brand perception. They looked to Mercurial to provide a site that supported and enhanced their corporate marketing and sales strategies.

### *The solution:*

Using an Open Source content management system, Flash, and a 'racy' black/grey/red colour scheme, Yokohama Canada's site is informative without being utilitarian. Users are able to research a tire based on size or vehicle, then locate their closest dealer when they're ready to purchase. The site even contains a racing game – ingeniously linked to a brief online survey.

The CMS allows Yokohama staff to automatically update the content nightly.

### *The impact:*

Recently reviewed by the Canadian Auto Press, Yokohama's new site: "...allows buyers easy access to tire information and technology as well as simple selection of the most appropriate tire for their application courtesy of a tire finding program."

The article also quotes Brad Sherwin, the Marketing Communications Manager for Yokohama Canada. Sherwin supports this web-based movement: "The web has become the most important tool for consumers to get to know brands and products, and the tire business

is no exception. They want current information, they expect value-added education, they're seeking the latest deals and they want it all in an easy-to-navigate site."

### *The result:*

The new site has been so well received that Yokohama is already talking to Mercurial about expanding the site. Plans include adding sound, video, and additional gaming content to the motorsports division pages.

