



**nokian<sup>®</sup>  
TYRES**



# Distribution and Vianor

---

**Alexej von Bagh**  
VP, Vianor

---

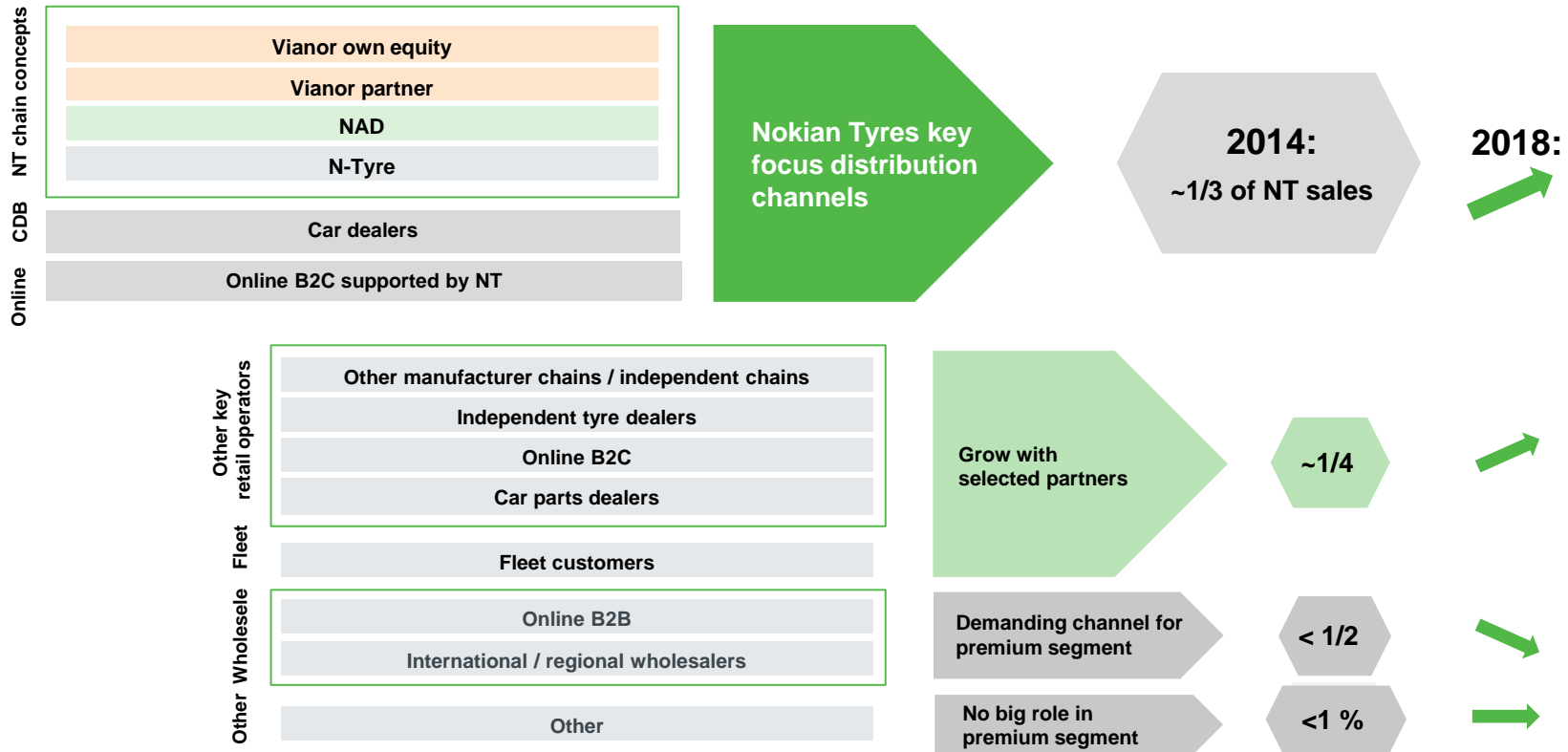
**Capital Markets Day 2015**

# Contents

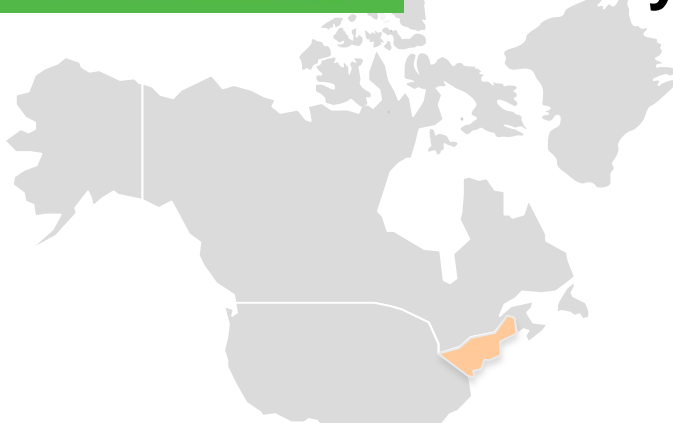
- 1. Distribution channel structure**
- 2. Chain concepts**
- 3. World class distribution platform**

# NT distribution channel structure

Current status and targets



# We select chain concepts based on country distribution plan and growth targets



## Current network status Q3/2015: 2,667

<b>North America</b>	<b>73</b>	<b>Nordic &amp; Baltic</b>	<b>352</b>
Vianor owned	10	Vianor owned	179
Vianor Partner	63	Vianor Partner	169
		NAD	4
<b>Central Europe</b>	<b>1,137</b>	<b>RUK + other CIS</b>	<b>1,030</b>
Vianor owned	6	Vianor owned	2
Vianor Partner	314	Vianor Partner	686
NAD	817	N-Tyre	94
		NAD	248
<b>China</b>	<b>75</b>		
NAD	75		



### Vianor owned

- In core markets to secure market share and price position
- Concept development enabler

+

### Vianor Partner

- Spearhead for NT growth in all key markets
- Highest requirements and benefits

++

## Country strategies include distribution setup and targets for each sales channel

### N-Tyre

- Used selectively if Vianor Partner growth opportunities are restricted

+

### NAD

- Softer access, clearly lower requirements & benefits
- First step towards Vianor Partnership

+++

**2018 plan**  
**Total**  
**From 2,667**  
**To ~4,000**

# Utilizing Vianor to enable world class distribution platform

## Vianor concept development

### Vianor Way

*"To have unified and most efficient processes and way of doing"*

### Product & Service policy

*"To increase product and service sales in most profitable way"*

### e-Services

*"To develop and fully utilize modern e-tools both in B2C and B2B"*

### Marketing & Branding

*"To improve Vianor brand awareness & perception and maximize campaigns' effects"*

### Customer accounts

*"To develop service network, processes and tools for ideal customer experience"*

**Full concept to Vianor partners**

**Partial concept to N-Tyre chain**

**Selective benefits to NAD network**

**For all customers; processes, skills and tools that help selling Nokian tyres**



A close-up photograph of a car's front-left wheel on a snowy surface. The tire has a prominent white tread pattern. The background is a blurred winter landscape with snow-covered trees. A green banner is in the top-left corner, and the text 'Thank you!' is in the middle-right.

**nokian<sup>®</sup>**  
**TYRES**

**Thank you!**