

The image features a close-up of a car wheel with a multi-spoke alloy rim and a black tire. The tire has 'Line SUV' and 'REZ' visible on its sidewall. The wheel is positioned on a grassy field under a bright, cloudy sky. In the top left corner, there is a green rectangular box containing the 'NOKIAN TYRES' logo in white text.

**NOKIAN[®]
TYRES**

Online and Consumer focus

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World is changing and so is tyre shopping

66%

of 2012 tire shoppers
used digital sources
as a part of their
purchase process

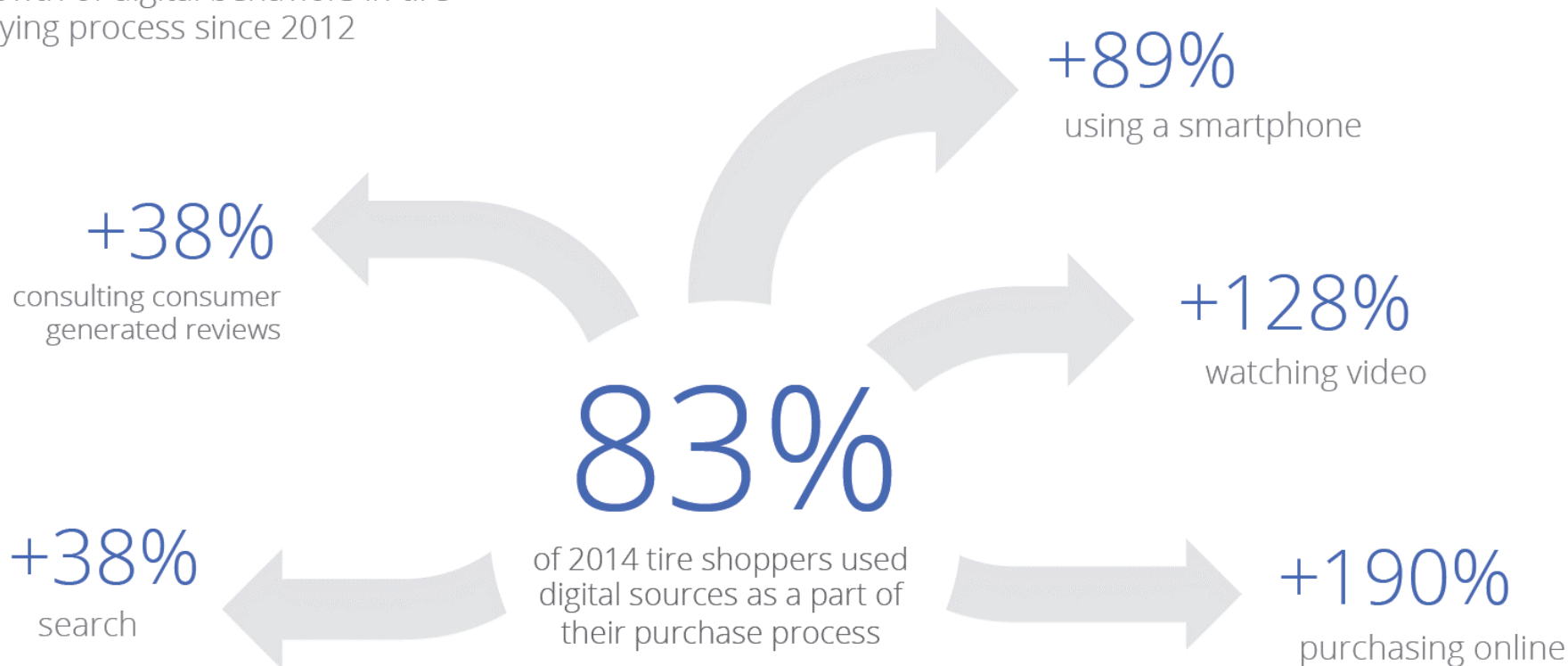
VS

83%

of 2014 tire shoppers
used digital sources
as a part of their
purchase process

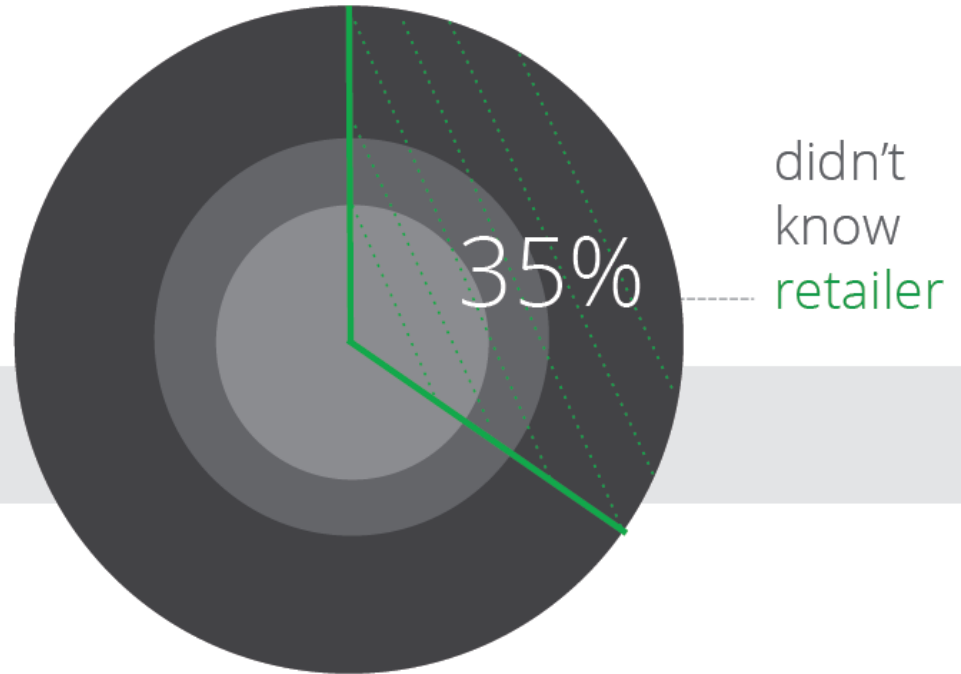
Consumer journey is digital

growth of digital behaviors in tire buying process since 2012

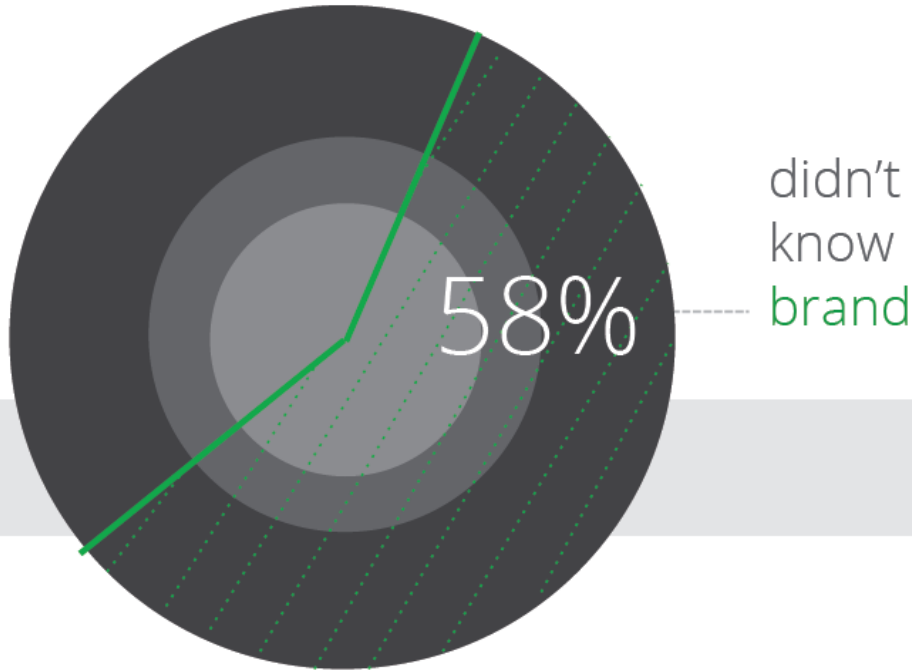


Retailer's role is important

The majority of drivers know **where** to buy their tires



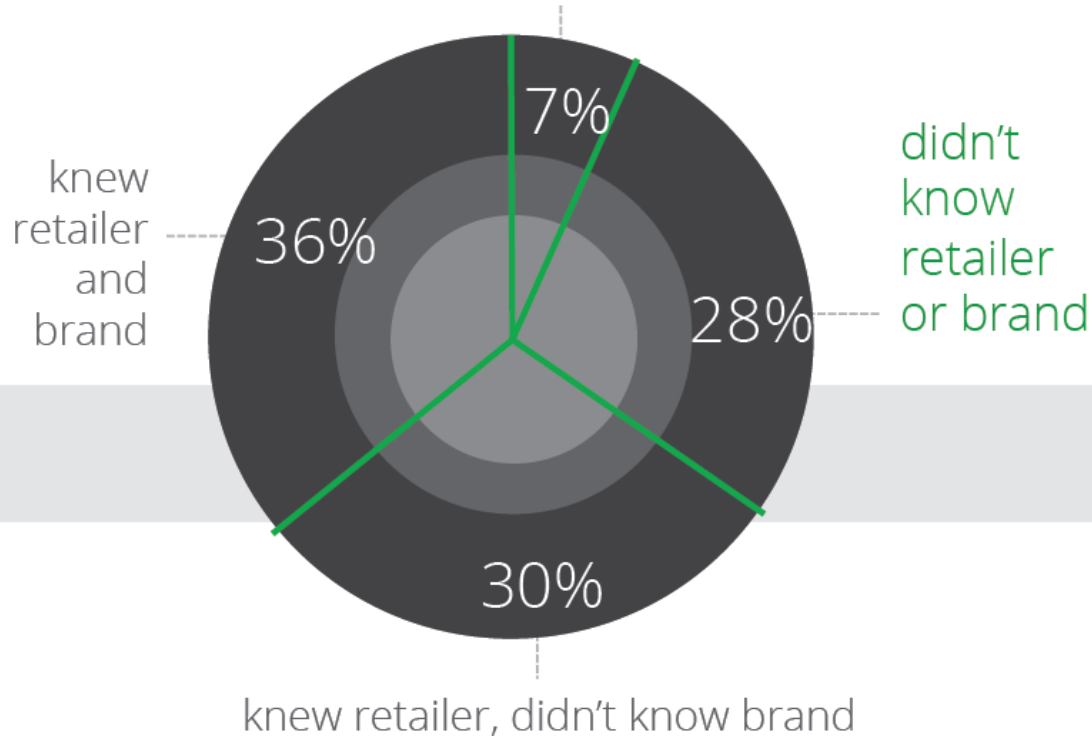
But the tyre brand is up for grabs



Less than half of
drivers knew **what**
brand to buy

Low interest product category

knew brand, didn't know retailer



Nearly 1 in 3 drivers
aren't sure about their
brand or retailer

Majority is still visiting tyre retailer

Top reasons
why online tire
researchers
purchased their
tires in person

#1

I needed to go to a tire retailer or vehicle service center to have my tire(s) installed

#2

I needed the tire(s) immediately

#3

I wanted to see the tires in person before buying them

And talking about it.

1 in 4

recommend their retailer or tire
to family, friends, or colleagues
after their tire purchase



Online...



Drivers endorsing a brand, company, product or service on a social networking site **increased +21% in the past year**

20% looked up tire care information on their **phone**



Online and consumer focus

World is changing

- Consumer journey has become and will continue to be digital
- Retailers' and manufacturers' roles are changing
- Online is a possibility for a challenger to find and serve the desired consumers
- Nokian Tyres' consumer brand awareness, position and preference as well as dealer network & recommendation level in good position in Nordic countries & Russia
- Most brand metrics behind competition in new growth areas North America & CE



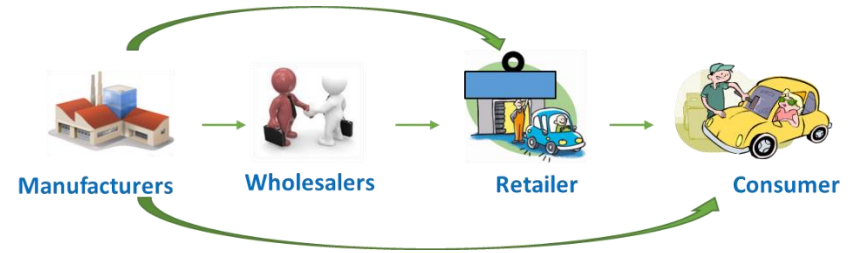
Our response

- Systematic approach to understanding, influencing and improving consumer journey
- Create services and concepts that add value both to end consumer and the retailer
- Reach our target consumers especially online and make buying easy
- Focus brand building to North America and CE with new campaign creatives to attract the online consumer
- Work together with the retailers

Retailer co-operation

Online business will be done together with our retailers

Digitalization is changing the retailers role and earning logic, and increases also retailers expectations towards supplier



Our goal:

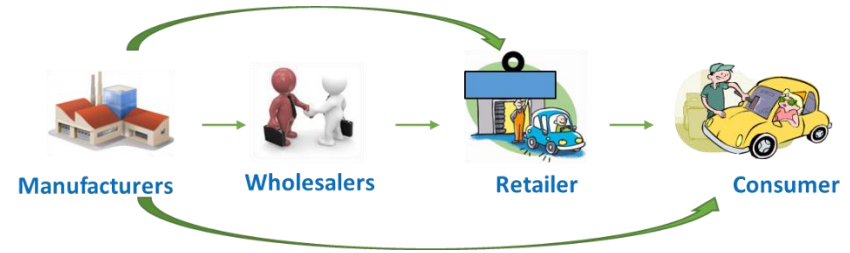
Improve retailer profitability, commitment and satisfaction by developing new concepts and tools to support retailers' (online) activities

Retailer co-operation

Online business will be done together with our retailers

We will:

- Develop online sales through Vianor/NAD/NTyre network
- Develop modern B2B Dealer services to support retailers own offline & online sales
- Develop plug&play online business concepts and added value services to support retailers online sales
- Significantly increase consumer customer base for retailers by systematic consumer data collection and sales leads feeding for retailers



Our goal:

Improve retailer profitability, commitment and satisfaction by developing new concepts and tools to support retailers' (online) activities

Consumer experience management

The consumer will decide who the winners are

Our brand is built during every encounter a consumer has with us. In good and bad. And it happens increasingly online.

Systematic approach to measuring, understanding, influencing and improving the consumer & customer journey touchpoints with special focus to online and digital services

Our goal:

Maximize consumer lifetime value with personalization & segmentation. Share consumer insight with retail partners.



Online consumer sales

The consumer will buy online. Our job is to make him/her buy ours.

Tyres are increasingly searched, compared and sold online

- On the average 10% sold online. On the rise
- 80% search online – to find the best alternative
- Retailers' role will remain significant – especially in areas with high seasonal sales



Our goal:

Build strong online coverage and seamless purchasing to support our retailers and our online market share

Online consumer sales

The consumer will buy online. Our job is to make him/her buy ours.

We will:

- Bring a purchasing option to all Nokian Tyres' web sites together with the retailers
- Improve Nokian Tyres visibility in retailers' sites
- Ensure our presence in selected online players' portfolio



Our goal:

Build strong online coverage and seamless purchasing to support our retailers and our online market share

Online consumer services

Digitalization increases consumers' requirements

Consumers increasingly expect that services are provided to them in the places they visit and at the times they need them

Our goal:

Create driving related service concepts to strengthen our brand and to retain our price position



New approach to marketing

“First you have to make them like you to earn your right to sell”

- Biggest obstacle for growth in CE & North America has been the lack of brand awareness
- We will increase our share of voice in consumer advertising in growth areas to reflect business targets
- We will concentrate media investments to growing main influence channels which are dynamic online, social media and PR
- In the era of strong social media influence, it's important to create sharable content

Suggested Page

Nokian Tyres
Sponsored

Like us to see how Nokian Tyres stopped this honeybunny in time.



Nokian Tyres
Cars

Like Page

Nokian Tyres' online strategy

In 2018 online services and sales will be a key competitive factor for Nokian Tyres

- We are able to support the on-going change of distribution model by increasing the share of retailer-based sales
- We know who our end-users are, either on a personalized level or by a modern, behavior-based segmentation
- We are able to offer them easy, right-on-time tyre purchase and service suggestions
- Our retailer partners enjoy the benefits of our online sales transactions and end-user data

Retailer co-operation

Improve retailer profitability, commitment and satisfaction by developing new concepts and tools to support retailers' (online) activities.

Consumer experience management

Maximize consumer lifetime value with personalization & segmentation. Share consumer insight with retail partners.

Online consumer sales

Build strong online coverage and seamless purchasing to support our retailers and our online market share.

Online consumer services

Create driving related service concepts to strengthen our brand and to retain our price position.

New marketing concept

A close-up photograph of a car's front-left wheel on a snowy surface. The tire has a prominent white tread pattern. The car's body is partially visible in the background. The overall scene is bright and wintry.

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Thank you!