

mortimer* KYB

Case study

KYB Europe

Client: KYB Europe
Sector: Industrial / Automotive
Description: Website

The challenge

KYB Europe is the world's largest manufacturer and supplier of shock absorbers in the automotive OEM market. KYB had a number of websites: each was developed in a different country with little or no consistency between them. Working closely with KYB's marketing department, Mortimer* produced initial designs and ideas on how KYB could unify its online message across Europe. The site had to:

- * Be a single, unified website, translated into the required European languages, so that the website in each country is consistent with the established KYB brand.
- * Communicate effectively with potential customers, wherever they are in Europe, and provide information on the nearest KYB distributors. Previously, the extensive distributor network throughout Europe was hidden, and potential customers were not being told by the website where they could obtain KYB products.
- * Make the extensive online catalogue available in all the required languages. This had been developed by KYB central headquarters in Germany, but it was not available in other languages.
- * Use a single point for hosting, maintenance and responsibility for the smooth running of the website.
- * Give KYB the ability to update information quickly and easily.

The solution

- * Mortimer* created a single, unified European website that appeared in nine different European languages.
- * We ensured that the website fulfilled KYB brand guidelines.
- * We worked with KYB to provide a multilingual interface to the existing German parts catalogue database, making it available to a much larger audience.
- * We came up with a system integrating Google maps with the KYB database of distributors across Europe which allows the user to select country and locale. The system provides the location and contact details of the nearest distributors.
- * Each country was able to update its own content-managed areas, including news and press releases.

The result

- * The new website reduced confusion about what KYB do throughout Europe. The design has a much more credible and consistent presentation style.
- * The content management system has made it easier for each country to update relevant country specific news. Each still retains an element of individuality according to its own country market.
- * By utilising the Google maps database (and use of a multilingual interface), Mortimer* solved the problem cost-effectively, using tried and trusted technology to harness powerful solutions at a fraction of the cost.
- * It is now possible for people throughout Europe to find contacts of any distributor they want.
- * Mortimer* also advised and sorted out a central dedicated server.
- * The new KYB website has become much more accessible to the different countries, improving KYB's communications and enhancing its brand.

www.kyb-europe.com



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