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## **PRESS RELEASE – ENCIRCLE NOW OFFERING TWO-WHEEL MARKET DATA**

### **TYRES & ACCESSORIES – FEBRUARY, 2009**

Market research specialists, Encircle Marketing, are now offering motorbike tyre data. The company, which was founded a little over a year ago, has quickly built a reputation for providing fast, accurate and actionable data to some of Britain's leading tyre businesses. Now, in addition to the already popular passenger car and online tyre sales reports, joint founders Jason Cunningham and David Myers have decided to create another market specific product, this time aimed at the two-wheel segment. Tyres & Accessories recently met the management at the company's new offices in Doncaster and found out more about the data they offer.

The new motorbike tyre survey covers two key areas sell-out pricing, which measures the sell-out prices actually charged by consumers; and selling way – research on the argumentations used to sell different brands at the point of sale. Initially the company plans to make over 700 mystery calls a month across the various channels and regions that make up the market. In order to make the research as effective as possible, Encircle have hired mystery callers based upon their specific knowledge of the motorcycle sector (meaning they are bikers themselves) with a range of regional accents to minimise the risk of detection by centre staff.

Surveyed service providers are split into five channels of distribution: local independent garages; regional independents/dealers; fast fits (national); dealerships and internet retail. As far as the sell-out pricing side of the two-wheel survey is concerned, Encircle collates over 3,000 prices each month, initially focussing on the Hyper Sport and Sport Touring sectors. Pricing covers all major retailers and brands including Avon, Bridgestone, Continental, Dunlop, Maxxis, Metzeler, Michelin, Pirelli and price data is broken down by pair, front or rear brand and pattern information.

A newly formed market research company, Encircle Marketing aims to give detailed answers to some of the most common retail price and customer service-related questions asked within the tyre market. Encircle produces 100 per cent independently researched data that details current trends such as: the top five retail promotions; average price by speed rating; and sales performance to name just a few.

...here to help you.



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Established in 2007 and founded by two executives with over 18 years of experience of working in the automotive sector, Encircle Marketing has already gained a client list including some of the best-known names in the industry (including Apollo Tyres, Bridgestone, Cooper Tire & Rubber Europe, Goodyear Dunlop, Michelin, Pirelli, Yokohama, ATS Euromaster, Grouptyre, Micheldever and National Tyres). And with the initial tyre market report having grown to include online pricing research and now motorbike tyre data, it is likely that further developments will be announced.

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