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Stoneridge's New Website - Meeting all Customers' Tacho Needs

Finding the right information on websites can be a frustrating experience, all too often we are searching online for the answer to one simple question and are driven crazy by dull, unclear or information overloaded websites, leaving us more than confused. Stoneridge Electronics set out to put this right with the launch of its new Aftermarket website, promising to bring customers useful information, training support and help to make their jobs easier.

In an industry led by regulation and legislation, companies sometimes forget that websites are still made for people, so providing Internet users with a pleasant and easy web-experience should be at the forefront of their mind. That is also why Stoneridge got customers involved in focus groups when kicking off the development of their new website and branding to ensure it was meeting their needs. Stoneridge, who has been in the business of manufacturing tachographs since 1974, knew that their website was in need of a refresh to bring it in line with their customer centric brand.

"Our customers are at the heart of everything we do; this is why we've given them a new website which will make their lives easier when looking for tacho solutions." comments Victoria Tramma, Marketing & Central Sales Manager at Stoneridge, ***"This comes following a re-launch of the Stoneridge Electronics brand. We felt that our brand failed to represent what the company stands for today, so whilst we kept our logo, we made lots of changes to the other aspects of our visual identity that would reflect both our technological capabilities and customer focused personality."***

Everything can now be found in a faster and better-looking home. Whether customers are looking for product information, catching up on news or discovering the useful tools in the support and training section, the new website is not only easy-to-use but also enjoyable to browse through. Driven by Stoneridge's new visual identity, it reflects the company's brand personality, being energetic and responsive at the same time as focused on the customer.

Customers are encouraged to discover the Stoneridge range of time and money saving commercial vehicle technology such as its Duo technology built into the "One Minute Rule" SE5000 Exakt digital tachograph, helping drivers to stay legal with drive and rest time countdowns. But the company's expertise doesn't stop there. Stoneridge offers a one-stop solution for the whole tachograph range, from its tachograph analysis software OPTAC3 to the Remote Download solution digiDL, a host of workshop products and more.

New Website, new look but same quality products and services – that's the promise.

To tackle all your tachograph needs and see what you could gain visit www.stoneridge-electronics.com

Note to Editors:

Stoneridge Electronics is a part of the Stoneridge Group, a leading designer and manufacturer of highly engineered electrical and electronic components, modules and systems. Stoneridge has a strong reputation for developing innovative, reliable products including instrument clusters, tachographs, telematics systems and security systems for the automotive industry. The Stoneridge group has an annual turnover of over \$700 million and just over 6,000 employees; of whom 550 work at Stoneridge Electronics.

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