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French Website Launched

Launched today, www.toyotire.fr is the latest official TOYO TIRES website in Europe. The design of this website follows the Global website of Toyo Tire & Rubber Co.,Ltd.

French visitors to the TOYO TIRES European website are the most frequent with 15% of all visitors coming from France. Visitors from France were also amongst the most prolific browsers of the EU site visiting an average of ten pages each visit despite the fact that the website is only available in English. These web analytics made it clear a French language website was necessary to allow visitors to access the entire product range for their own market. With technology, motorsport and company information plus the latest news, visitors now have a comprehensive resource for France.

In addition to the launch content, the site will also shortly feature a dealer locator for France allowing French consumers to find out how they can buy TOYO TIRES in their neighbourhood.

The French website is the third local language site to be launched in 2009 and means that more than 50% of Europeans can now get accurate information about TOYO TIRES in their native language. Overall reach of TOYO TIRES European website network is estimated to be in excess of 75% because of the wide number of Europeans who can speak second and third languages.

For further information please contact press@toyotires.eu