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UK, Europe rollout for Radar RED programme

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(Source: Omni United)

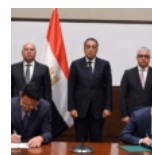
Omni United Group, through its flagship brand Radar Tyres and local partners, has announced the launch of the Radar RED (Radar Elite Dealer) programme across the UK, Europe, and USA. The company says it designed this initiative to help tyre

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dealers boost profitability, increase brand visibility, and enhance the overall customer experience.

“The Radar RED programme is a strategic step to further fuel Radar’s continued growth in the region,” states GS Sareen, President and CEO of Omni United. “This programme equips our partners with the tools, rewards, and recognition they need to succeed in today’s market. We are committed to building long-term relationships with our retail partners and supporting them in making the brand more profitable. The current programme is just the foundation; we will keep building on it and continue to assist the retailers to be more profitable in a very competitive marketplace.”

Comprehensive suite of benefits

Introducing Radar RED, Omni United explains that the programme offers a “comprehensive suite of benefits that combine a portfolio of high-performance products, exclusive privileges, and structured rewards to drive business growth.” This programme aims to give its partners a competitive edge through:

Profitability: Competitive pricing and attractive margins, supported by a premium yet affordable tyre range that boosts sales volume and encourages repeat business.

Tiered Rewards: A three-tier system comprising of Bronze, Silver, and Gold levels which are linked to the sales volume and benefits that grow alongside annual tyre purchases.

Marketing & Visibility Support: Providing point-of-sale branding and merchandise, local marketing campaigns and inclusion in the Radar Dealer Locator.

Loyalty Incentives: Monetary payouts, staff tyre discounts, and dealership recognition.

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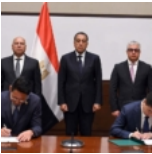
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UK rollout now underway

Omni United is rolling out the programme in stages, with the first phase covering Romania, Bulgaria, Greece, the Czech Republic, Slovakia, and Portugal. The second phase offers a more enhanced version of the programme with tiered rewards, loyalty incentives and dedicated Radar Network Managers. The company is rolling this out in the UK, Spain, Italy, France and Germany.

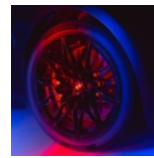
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