

ONTRAC



DISTRIBUTION NOW BETTER THAN EVER



The opening of **Bond International's Chepstow depot** in 2008 to serve the South-West of England and South Wales was a key stage in its ongoing plan to enhance what is already one of *the finest tyre distribution operations* in the UK today. **68 delivery vehicles** now operate out of the company's four main warehouses, which have a *combined storage capacity of close to 600,000 tyres*.

NEW BRAND IDENTITY FOR MARSHAL

The Marshal brand has been given a fresh new look to reflect and communicate the clean, modern and hi-tech image of its product line-up.

The new logo or 'signature' has been designed in a **SMART GREY** and **YELLOW** colour combination but will also be frequently used with the familiar Marshal **RED** background.

The identity has already started to appear on the sidewall of new products and features strongly in our latest *Just Drive* trade advertising campaign. It will progressively replace the existing logo as we introduce new point-of-sale material and merchandise.



SIGN UP FOR THE MARSHAL PLATINUM CLUB

Becoming a member of the **Marshal Platinum Club** is your passport to a superb package exclusively available to Marshal retailers:

- Cash rebate paid twice yearly if you meet agreed volume targets
- The *best prices* on all tyres in the extensive Marshal range
- A full kit of Marshal point-of-sale signage and workwear
- Invitation to qualify for our regular incentive programmes such as last year's highly successful trip to *Las Vegas* and our *2009 Spanish Masters golf tour*

- Inclusion in the *dealer locator* on the Marshal Tyres UK web site
- Opportunities to join *Marshal product test days* at the company's test facility at MIRA in Warwickshire

Contact your **Bond International sales representative today for more details.**

Signature **X**.....



CHARTING THE
MARSHAL
PRODUCT MATRIX

BOOST
FOR MARSHAL
PRODUCTION
CAPACITY

DISTRIBUTION
NOW **BETTER**
THAN EVER

MARSHAL
PLATINUM CLUB



