

Partnership between the European Association of Peugeot Dealers (AECP) and Goodyear

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Goodyear and the European Association of Peugeot Dealers (AECP) announce their tyre partnership agreement.

The AECP brings together dealers from 11 European countries: France, Germany, Austria, Switzerland, Belgium, the Netherlands, the UK, Spain, Portugal, Italy and Poland. It works closely with Peugeot and its parent group Stellantis to define professional guidelines for car distribution and to ensure close collaboration between the manufacturer and its network.

Goodyear has been an approved original equipment (OE) supplier to Peugeot for many decades. This partnership emphasises the strength of the relationship by advice, dialogue and consultancy that goes beyond the development and supply of tires. Through this partnership, Goodyear will share sales expertise to help develop the AECP's replacement business and consultancy on the constantly evolving tire market amid trends like the growth of e-commerce, electric mobility and environmental efficiency.

"The automotive industry is currently living a revolution as low-emission vehicles are to be leading markets and autonomous technologies are emerging to protect the planet, save money and enhance driving pleasure. Besides, the implementation of strict CO2 regulations is putting new constraints on both OEM and tires company to always search for more efficient and technologic product that are compliant and differentiating on the market. This new and historic partnership with Goodyear is a really great opportunity for both entities to provide additional premium offers to the Peugeot network across Europe and we are thrilled to initiate this collaboration" said André FIGUEIREDO, President of the European Association of Peugeot Dealers (AECP) and of the Portuguese Association of Peugeot Dealers (APOCOP).

Goodyear and AECP will have the opportunity to create working groups and work closely with AECP members across Europe to provide advice on how dealers can maximise opportunities in a fast-changing period for the tire and automotive industries.

AECP members will also have the opportunity to join events at Goodyear's innovation and manufacturing centres across Europe to learn more about trends in the tire industry.

Julien Boissière, Goodyear Key Account Manager, said: 'We are delighted to form a new partnership with AECP (Association Européenne des concessionnaires Peugeot) as their tire partner. The car dealer industry is developing rapidly with the development of online sales, strengthening of environmental policies and exciting progress in both car and tire development. We look forward to working alongside the European Peugeot dealers to jointly win in a competitive marketplace. This partnership is key to building on our long-established technical and commercial relationship with Peugeot and highlights the value and support that Goodyear can contribute to AECP members.'

Goodyear supplies tires across the Peugeot range, including a version of the all-weather Vector 4Seasons for the popular 2008 compact SUV. Goodyear is also a partner to many of the companies within Stellantis, the group created by the merger of Peugeot's owner, PSA Group, and Fiat Chrysler Automobiles last year. In addition to Peugeot, the group includes Fiat, Abarth, Lancia, Alfa Romeo, Maserati, DS, Citroën, Dodge, Ram, Jeep, Chrysler, Vauxhall and Opel.