

Kmart Tyre & Auto Service Offers 'Everyday Low Prices' in new Marketing Strategy

Sydney, Australia - 14 March 2013 – Kmart Tyre & Auto Service has this week launched a new marketing strategy, which will see the business move away from the industry's time honoured sales promotions, to a model of Everyday Low Prices (EDLP). Implemented across its tyre range, the new model will provide customers with greater price consistency when looking to make a purchase.

A first for the industry, Kmart Tyre & Auto Service will abandon tactical sales events and promotions and will instead focus on delivering lower prices on more products every day. This move is aligned with the EDLP strategy of its counterpart department store, Kmart. The new price position will be communicated through the Kmart catalogue, local flyers, advertisements in metro and regional press, radio, digital advertising and EDMs, with the tagline *'No sales. No catches. Just low prices that stay low'*.

Tony Skallias, General Manager of Marketing for Kmart Tyre & Auto Service said: "For years, perhaps even decades, the tyre industry has engaged in high-low pricing tactics, using short term promotions to drive sales, only to revert back to high prices at end of the event. The reality is, customers don't always need tyres during promotions and often have to make a purchase at the high point of the pricing cycle.

"By offering our customers an everyday low price, there is no longer the need for them to search and compare prices or wait for sales promotions, which can be a time consuming and frustrating process. With the new pricing position, low prices will always be on offer, regardless of the time, date or sales period."

The new marketing strategy comes just one year after the company's rebranding, which saw a refresh of the Kmart Tyre & Auto Service logo, website and retail outlets. Soon to follow will be a digital strategy seeing the brand embrace social media, such as Twitter and Facebook.

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About Kmart Tyre & Auto Service

Kmart Tyre & Auto Service is a division of Kmart Australia Ltd and part of the Wesfarmers group of companies. Established in 1969 and restructured in 1992 as a specialist automotive division of Kmart, Kmart Tyre & Auto Service provides a full range of automotive services including, scheduled servicing, tyres, brakes, suspension, batteries and general mechanical repairs.

Kmart Tyre & Auto Service is committed to an ongoing investment program which includes state of the art service and diagnostic equipment, training, improved workshop design and reception refurbishment, whilst minimizing their impact on the environment. But their biggest investment is in their most valuable resource, their team members. Kmart Tyre & Auto Service is proud to train people to new and higher industry benchmarks in both technical competence and service quality.



With the convenience of over 260 stores and a team of over 1,300 people nationally, Kmart Tyre & Auto Service is one of Australia's largest and most respected automotive service, repair and tyre retailers.

For more information on Kmart Tyre & Auto Service, please visit ktas.com.au or contact:

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