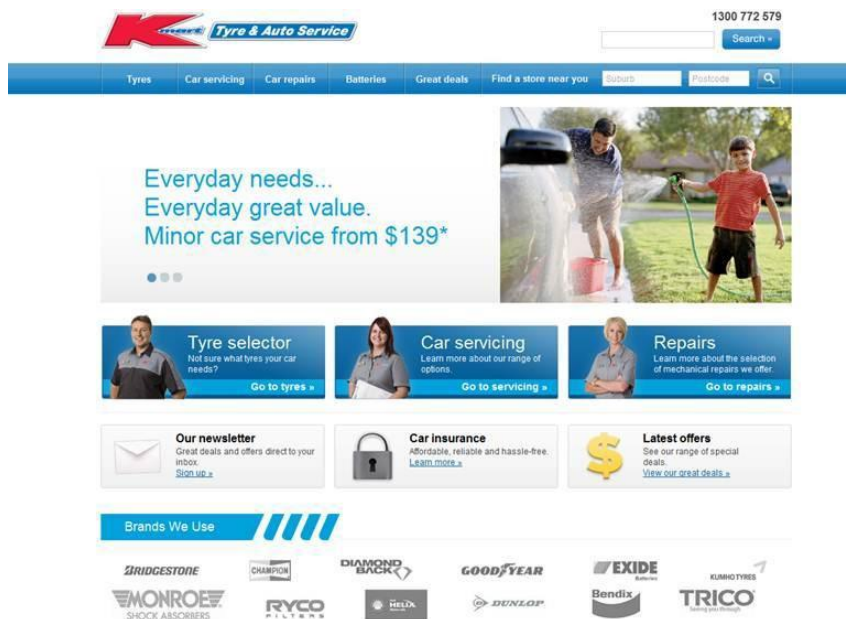




Kmart Tyre & Auto Service upgrades website

19th March 2012

[Kmart Tyre & Auto Service](#) (KTAS), a division of Kmart Australia Ltd, recently refreshed and upgraded its website in its constant quest to provide its customers with the best possible service.



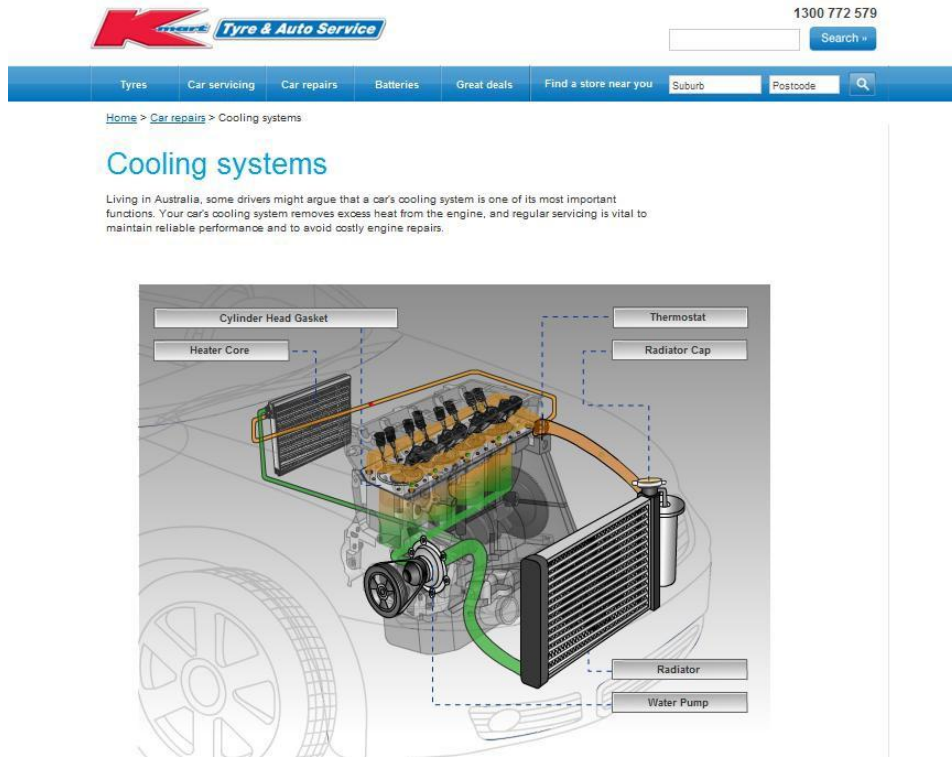
Supporting its recent \$25 million rebranding investment, the new look website will provide customers with a number of new and improved features including:

- Simplified site navigation ensuring customers can locate the information they need with fewer clicks
- Increased general and technical information to better equip customers with automotive knowledge before heading in-store
- Vehicle visuals with animated graphics throughout enabling customers to more easily decipher the technical aspects of automotive repair
- A tyre selector, with weekly specials allowing customers to take advantage of offers and make valuable savings
- A dynamic job search tool allowing new recruits access to up to the minute job offers (coming soon)

Kmart Tyre & Auto Service's Marketing Manager for Digital, John Lane, who led the project said, "The improved website is another investment Kmart Tyre & Auto Service is making to ensure we deliver high quality customer service. We recognise that the website is often the first touch point with a customer, so we really wanted it to reflect Kmart Tyre & Auto Service's customer service values and have customers experience them right from the start of their journey with us."



Tony Skallias, Kmart Tyre & Auto Service's General Manager of Marketing added, "The primary focus of our customer value proposition is clear communication and transparency. We believe the new website delivers on these critical points, as well as showcasing our technical competencies and range of services."



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.

With the convenience of over 250 stores and a team of over 1300 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 www.ktas.com.au or contact:

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