

**No-risk “weather forecast” promotions boost trading potential and buying incentive**

**Tyre dealers get a good grip with promotion campaigns insured by EMIRAT**

**Munich, 13 September 2011 – When they’re looking for a tyre dealer, most car owners these days end up opting for value for money. Thanks to EMIRAT AG ([www.emirat.de](http://www.emirat.de)), tyre dealers vying for customers can now stand out from their competitors: EMIRAT provides insurance and bears the financial risk in sales promotion campaigns that focus on weather data. Even back in early autumn, discount drives and money-back guarantees devised by EMIRAT can create huge awareness and boost tyre dealers’ winter trade – without them losing their grip financially!**

Autumn is just around the corner – and that means the annual run for winter tyres is getting underway. A new statutory regulation was issued in 2010 requiring all car drivers to have winter tyres, or at least all-season tyres. That means there’s huge demand for winter tyres – but at the same time, there are lots of dealers to choose from as well. Helping them to stand out from amongst their competitors, EMIRAT’s insured “weather forecast” campaigns are an excellent advertisement for dealers, and they can give their sales a real boost at the same time.

**Getting safely through the winter (season’s business)**

“Use winter tyres for road safety at temperatures below 7°C” – that’s the golden rule propagated by tyre specialists. To get dealers’ seasonal business off to a good start early, EMIRAT has developed insured “weather forecast” contests that encourage customers to go to a dealer where they can enter. Here’s an example: if the average temperature is above 7°C in October, November and December respectively, all the customers registered with the dealer are refunded the price they paid for their winter tyres. Specific locations for temperature readings are fixed, so that the campaign can be held over as wide an area as possible. Each buyer can then choose one of those locations. And not only the customer has absolutely nothing to lose – the same is true of the organiser, too: because if it really does come to a refund, EMIRAT as insurer stands in and assumes the cost. That way the dealer runs no risk at all.

“The added value of our “weather forecast” promotion is the fact that everybody stands to gain: with the right kind of advertising, dealers can increase their turnover, while customers can be sure to be properly fitted out as temperatures fall – and they might even get their winter tyres refunded into the bargain,” explains Ralph Clemens Martin, EMIRAT’s CEO. “Any dealer who tries to hold a campaign like this without some kind of insurance would be venturing out on to very thin ice – because if there is a winner, he’ll find himself forking out the refunds out of his own pocket.”

More and more businesses are using campaigns of this sort to attract customers. The promotion is easily implemented by the organiser, and for consumers there are no strings attached. EMIRAT obtains the necessary data from the meteorological service, and it can analyse the weather data individually depending on the actual campaign.

So insured promotions are the ideal way of coming to grips with winter without getting off to a slippery start – for dealers and customers alike!

*Number of characters: 3.291*

***EMIRAT AG: A Brief Portrait***

*Founded in Munich in 2004, EMIRAT AG is a German risk management enterprise operating both nationwide and abroad. Its portfolio of services ranges from designing and providing coverage for games of chance, marketing drives and sales promotions, to paying out sports awards. EMIRAT AG assumes the financial risk for this kind of campaign, as well as for other measures such as discounts or money-back guarantees. Cooperation with renowned partners all over the world ensures efficient and reliable coverage. EMIRAT AG provides assistance throughout, from the initial idea to its realisation – it develops creative new ideas for promotions and marketing campaigns, which involve the probability of paying out winnings, and it works closely with clients when it comes to actually implementing them. Its customers comprise reputable companies in all fields of business, including e.g. Coca Cola, TUI, “1. FC Köln” football club, Hypo Vereinsbank, and Ferrero.*

More information can be obtained at: [www.emirat.de](http://www.emirat.de)

**Further information:**

EMIRAT AG  
Elisabethplatz 1  
D-80796 Munich

**Point of contact:**

Anika Täumer-Kloninger  
Tel.: +49 (0) 89-255 41-31  
Fax: +49 (0) 89-255 41-55  
E-Mail: [a.taeumer@emirat.de](mailto:a.taeumer@emirat.de)  
[www.emirat.de](http://www.emirat.de)

**PR Agency:**

attentio :: pr-agentur GmbH  
Bahnhofstraße 18  
D-57627 Hachenburg

**Point of contact:**

Ulrike Peter  
Tel.: +49 (0)26 62-94 80 07-0  
Fax: +49 (0)26 62-94 80 07-9  
E-Mail: [u.peter@attentio.cc](mailto:u.peter@attentio.cc)  
[www.attentio.cc](http://www.attentio.cc)