



## Info Presse 2-2016

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### **New web site for GiPA Group!**

GiPA - Research Company dedicated to the automotive aftermarket - has developed a wide international coverage that allowed it to build a global vision of the automotive aftermarket. Today, GiPA is present in more than 30 countries.

With its new website, GiPA wants to convey the values of the company:

- Strong expertise
- International view
- High customer proximity
- Innovation

GiPA has developed the optimal tools and methodologies to meet the needs of the aftermarket industry:

- Good understanding of the market and of its competitive environment
- Determining “optimum” price positioning
- Transforming customer experience into a loyalty building lever and a customer winning strategy
- Developing products and services
- Auditing service quality
- Managing brand and its communications

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