

GO TIRE

**BRAND
PRESENTATION**



goCORE: VISION AND MISSION



Our vision is to empower a thriving auto repair sector that delivers affordable premium choice and cost-effectiveness for both businesses and car owners.



Our mission is to support our customers' success by providing affordable premium auto parts and aftermarket-leading expertise that maximises profitability and builds trust through transparency.

goCORE: A NEW BRAND FOR PROFESSIONALS

The goCORE brand's combination of affordable premium parts and aftermarket-leading expertise is the ideal choice for the auto repair sector and a simple way to increase profitability and boost business performance without raising costs for the end consumer.

The logo features the word "go" in a smaller, lowercase font followed by "CORE" in a much larger, bold, uppercase font. Both are rendered in a white, italicized, sans-serif typeface with a blue outline.

is an auto parts brand designed by
professionals, for professionals

BRAND ADVANTAGES / USP



Aftermarket- leading expertise

Designed by professionals, for professionals. Driven by passion, dedication, and transparency



Affordable premium auto parts

A broad range of cost-effective quality vehicle components



Profitability and business potential

We enhance your profitability by expanding opportunities for value-driven success

BRAND PRODUCT BENEFITS



Affordable
premium



Advanced
technology



European
certification



Pro's and
driver's choice



Designed by
professionals



Improved
performance

QUALITY AND CERTIFICATIONS

goCORE products are certified to meet the following EU requirements



Our products adhere to European health, safety, and environmental protection standards.



Our products comply with EU regulations, laws, and directives.

The factories we collaborate with are certified to meet the following standards



ISO standard for health and safety at work developed by independent national and international standards committees.



ISO standard for quality management systems (QMS), proving the ability to consistently provide products and services that meet customer and regulatory requirements.



ISO family of standards that clarifies the best practices for organisations that wish to reduce their environmental footprint by adopting an effective environmental management system (EMS).



IATF industry requirements that align automotive quality management systems throughout the world.

COMPATIBILITY

- We sell highly sought-after products that are compatible with a vast variety of cars
- We can launch a new product line within 4-6 months and deliver it to you



TECDOC CATALOGUING

PLANNED: Q3 2024

- We are a TecDoc Certified Data Supplier, ensuring the provision of high-quality technical data for every spare part we produce.
- You may benefit from:
 - An informative portfolio showcasing all products
 - High-quality photographs
 - Data translated into 6 languages
 - Reliable comparison of goCORE data with OE data



WAREHOUSING

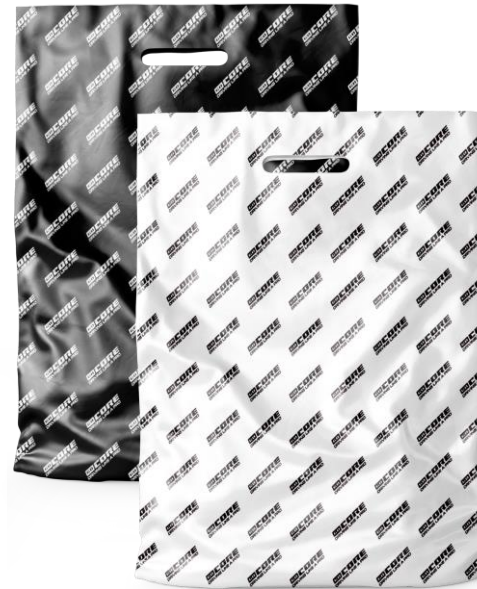
Our warehouses are located in
Germany, Poland, and Czech Republic with
a total shared premises of 95,000 sq.m.



PACKAGING



PACKAGING



BAGS



ARTICLE: 13D0009P 60402F
SKU: 131313 x1 PC

**TIMING BELT
VIBRATION DAMPER**

 90R_02c01123/26604



4066423729641

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STICKER

goCORE: PRODUCT PORTFOLIO

Our goCORE portfolio includes 10 technical units, over 40 categories, and more than 3,000 active SKUs

BRAKING SYSTEM

Categories: 5
SKUs: 1,286
France VIO: >50%

FILTRATION

Categories: 4
SKUs: 840
France VIO: >80%

STEERING & SUSPENSION

Categories: 9
SKUs: 458
France VIO: >50%

ALTERNATORS & STARTERS

Categories: 2
SKUs: ~150
France VIO: >50%

SPRINGS & DAMPERS

Categories: 6
SKUs: ~250
France VIO: >50%*

SENSORS

Categories: 8
SKUs: ~250
France VIO: >50%*

IGNITION & GLOW PLUG SYSTEMS

Categories: 4
SKUs: ~250
France VIO: >50%

CV AXLES

Categories: 2
SKUs: ~50
France VIO: >50%

BATTERIES

Categories: 1
SKUs: ~25
France VIO: >50%

WIPERS

Categories: 1
SKUs: 110
France VIO: >50%

...and MORE

MERCHANDISING



ADVANTAGES AND BENEFITS

COMPETITIVENESS

goCORE is the best alternative to premium brands when car owners are looking for better value for money from premium-quality brands

GUARANTEE

Covering our full range of in-demand parts for the most popular cars

BUSINESS GROWTH

Due to recommended retail price approach

PROFITABILITY

goCORE is the best option in terms of both profit margins and margin ratio

TRANSPARENCY

Certification:
TecDoc Certified Data Supplier
(50 engineers check compatibility to minimise errors)

PARTNERSHIP

Honest revenue distribution among all participants in the supply chain to promote everyone's development

GO CORE

**THANK YOU FOR
YOUR ATTENTION!**

GO CORE