

Bkt Launches New Website For Mobile Devices

Today, BKT's new website m.bkt-tires.com for mobile devices, including smartphones and tablets, goes officially online. It offers immediate access to the manifold and specially selected contents thanks to a tailored layout that makes mobile browsing easy.

Seregno (Italy), October 6, 2016 – Breaking news about the BKT website. Today the newborn version m.bkt-tires.com is online offering improved content research and browsing from any mobile device. The selection of specific contents presented in an optimal layout for smartphones and tablets enhances the *users' browsing experience* making it even more captivating and intuitive.

BKT has thought of the users from any part of the globe including in the mobile version the option to choose between two measurement standards as far as technical data and tire features are concerned: users can actually choose between the international metric system, and the US standard.

The new version is immediately available in six languages: English, Italian, French, Spanish, German, and Portuguese. Additional languages will be introduced soon – fully in line with BKT's determination to communicate and interact with an international public, since the company is present in 130 countries as one of the leading *Off-Highway* tire manufacturers.

Users from every country can now enjoy an extraordinarily exciting and rewarding mobile browsing experience in terms of both design and contents. Immediate access to detailed product information along with photos and videos, news and much more can be taken for granted.

A further upgrade of BKT's particularly dynamic and interactive website, which is constantly updated and does represent a true benchmark for sector operators and other professionals. Just in 2016, the website recorded 368 thousand visits and a total of about 2 million of visited pages quite equally distributed among users from all around the world.

This digital strategy of unquestionable success has been confirmed by the results on the social media channels going far beyond any expectations: BKT's Facebook page has well 134 thousand fans along with an active presence on Twitter, LinkedIn and Youtube presenting numerous videos showing BKT tires in action. The new m.bkt-tires.com menu clearly highlights the links to all corporate social media channels, so that browsing through all the available contents is simple, immediate, and fun.

Yet, this is certainly not the last time we have heard news about the BKT online platform. **Another important upgrade is coming up in 2017.**

BKT PRESS OFFICE

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About BKT:

Balkrishna Industries Ltd. (BKT) is an Indian based tire manufacturer. The BKT group offers a large and always updated production range of Off-Highway tires specially designed for vehicles in the agricultural, industrial, earthmoving, mining, ATV and gardening sector. BKT's innovative solutions designed for the most differing user needs include more than 2,400 products sold in over 130 countries worldwide. Visit the website www.bkt-tires.com for further information.

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