

OpenWebs(B2C)

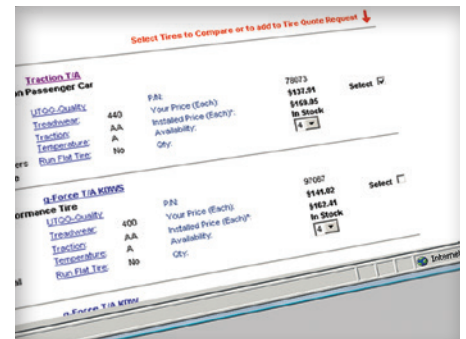
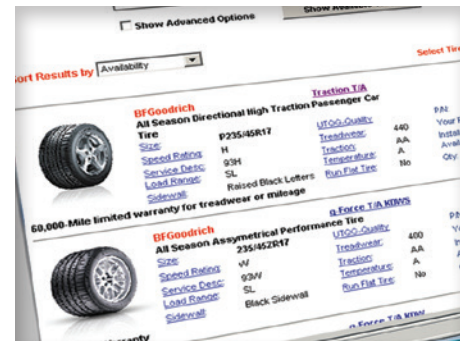
Initiatives for B2C e-Commerce

With MAM's OpenWebs product suite, you can offer customers the ability to find the appropriate products and services directly from you.

Key features

- ▶ Search for tires by size, year, make or model
- ▶ Filter searches by brand, speed rating, and many other popular options
- ▶ Search results display tire attributes with definitions
- ▶ Viewable manufacturer tire spec sheets for tire results
- ▶ OpenWebs can be integrated with your current website
- ▶ Real-time pricing and stock availability
- ▶ Consumers can select the location where they want their work performed
- ▶ Completed quotes for products are processed and sent to the host system for processing
- ▶ An optional Google Checkout module lets you finalize the sale online

MAM's B2C e-commerce solution can be configured for retail businesses to drive more customers to your store, and to assist your dealers in attracting more custom, which in turn will also create more orders for your business. MAM's B2C solution is built from the ground up to work with the B2B solution.



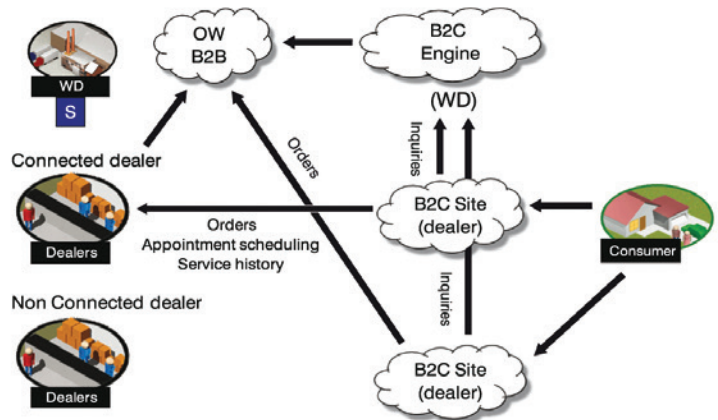
For further information, please call (610) 289-0930



Wholesale Option

As a tire wholesaler you are in a perfect position to support your dealers' e-commerce initiatives and extend your relationship with them at the same time. With a larger inventory of products available online, you also open up opportunities for them to better serve their customer's needs. By providing your dealer with an applet that can be integrated into their website, they can provide the same real-time information directly from your inventory. Orders placed flow directly into your dealer's selling system or into their account on your B2B system. The results will speak for themselves, and these improvements require little effort on your end.

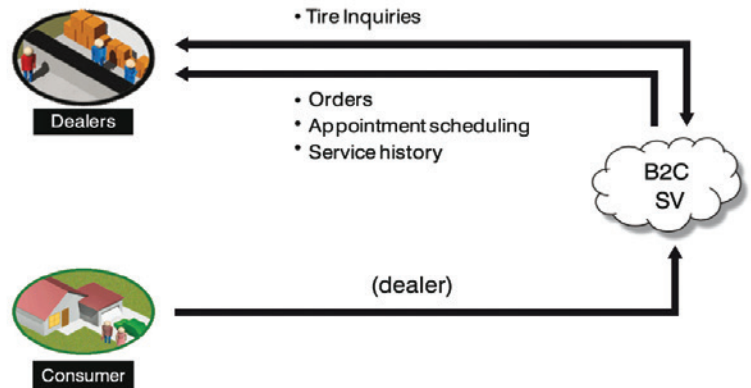
OW B2C Wholesale structure



Retail Option

Using MAM's B2C solution you can open up new avenues to reach customers who regularly shop online. Whether you are looking to enhance your customer relationships or attract new customers from the online community, MAM's B2C solution can help. With the B2C solution, potential clients will be able to search your inventory - or that of your favorite connected wholesale partners - from your portal. Customers can select their desired tire, the location they wish to go, appointment times, and print out a quote with complete pricing. This quote will flow directly to your system and notify your employees of the order.

OW B2C Retail structure



To learn more about our B2C product offerings, please contact us:

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