

## **Press release**

### **Peugeot uses innovative way to reach 160 dealers**

Almere, September 17<sup>th</sup>, 2015 – The real-time online communication tool HidashHi developed especially for Peugeot, enables the Peugeot Management Team to easily and simultaneously contact all sales teams in the country, consisting of approximately 500 employees, and to present them its quarterly plan.

'It is a huge burden for our dealers from all over the Netherlands to arrive in time in one location, every quarter again. That is why we investigated alternative methods to communicate with our dealers', says Menno Bouma, Manager Events and Point of Sale at Peugeot Netherlands N.V.

Peugeot found in HidashHi a suitable partner. HidashHi, specialised in real-time online communication solutions, developed a custom branded page through which all dealers were briefed on the commercial plans for the last quarter of 2015 by means of a number of video messages. After watching the videos, the dealers could pose questions in real-time. The Management Team directly answered all questions.

'It is difficult to interact in a plenary setting at a live event. By using HidashHi's communication solution, you reduce the threshold and create interaction. All questions and answers are visible, as a result of which you jointly delve deeper into the matter and create more support. Because of this, employees feel more involved', explains Menno Bouma. 'The response has been very positive. These online meetings will be alternated with live meetings. We will certainly be continuing using the online solution.'

[End of message]

## **Visual**

<http://nieuwsbericht.hidashhi.com/peugeot/screens2.jpg>

## **Note to editors**

---

For more information, please contact: Menno Bouma, Event Manager, P. +31 (0)6 188 771 91. [www.peugeot.com](http://www.peugeot.com)

For more information, please contact: HidashHi, Mariska Kleiss, CMO, P. +31 (0)6 128 213 73. [www.hidashhi.com](http://www.hidashhi.com)