**Press Release**

**Camso launches the first integrated knowledge system for OTR dealers**

*Magog, September 28, 2015* – Camso – formerly Camoplast Solideal – announces a totally new day for its relationships with its Construction customers because they believe in selling more than a product and a price tag. They share knowledge.

Camso’s approach is simple: in a market composed of a series of niche markets dealers need to understand the many aspects of a tire, track or track system. “Otherwise, providing the Lowest Operating Cost Solutions (LOCS) is just not possible. This is why we developed our knowledge transfer system,” says Bob Bulger, Vice President and General Manager – Construction.

Camso launched its new name and corporate identity last July. Five years after the merger of Camoplast and Solideal, the company felt it was time to bring it under one promise: the Road Free Company. “Camso puts 100% of its effort on 11% of the global tire and track market: the off-the-road market,” Bulger adds.

**The Camso Suite of Knowledge Transfer Tools**

At the end of the day, Camso gives its knowledge to dealers to benefit end users**.** Thesystem has three components:

* [**Camso.co**](http://camso.co/en/home) – The company’s new website, showing the most complete product selector in the OTR industry, combining tires, tracks and track systems;
* **Camso Learning intelligence (Li)** – An online training centre for its dealers’ personnel that provides the necessary training on construction niche issues and product benefits; **Camso Sales intelligence (Si)** – A universal, self-updating, all-inclusive sales tool for its Construction, Agricultural and Material Handling products, available in 7 languages online at [si.camso.co](https://si.camso.co) and as an iPad app.

The system allows both access to the information and training about the industry in a virtual fashion. “We are committed to growing the business of our distributors and dealers. We believe that this suite of tools will make it easier for them to specify the right product for the right application every time for end users. Expert Application Assistance is only a couple of clicks away,” adds David Fleischhauer, Executive Director, Market Development – Construction. The Si is also available to anyone who wishes to use it. End users wanting to brush up on their OTR knowledge can download the APP for free.

Preliminary data shows that Camso’s approach is a great success. In the last two weeks, the company recorded 254 Li sessions– meaning that reps are accessing this online centre for training – and about 13,000 page views on Si.

“On-line, fully accessible and self-updating knowledge to our customers is definitely the way to go,” concludes Fleischhauer.

Camso will be at the International Construction and Utility Equipment Exposition (ICUEE) next week at Booth #4138.

# About Camso, formerly Camoplast Solideal

Camso, the Road Free company, is a world leader in the design, manufacturing, and distribution of off-road tires, wheels, rubber tracks and undercarriage systems to serve the material handling, construction, agricultural and powersports industries. It employs more than 7,500 dedicated employees that place 100% of their effort on 11% of the global tire and track market: the off-the-road market. It operates advanced R&D centres and manufacturing plants in North and South America, Europe and Asia. Camso is a supplier to leading original equipment manufacturers (OEM) and distributes its products in the replacement market through its global distribution network.

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