

### The Name is Bond – Reg Bond

Ever since his personal circumstances changed his career choice, Reg Bond has approached every opportunity in life with the same ambition, confidence and determination to succeed.

In the majority of things he embraces, Reg has become a winner – borne out of a strong self-belief and an ability to lead his team from the front – to the front.

Reg applies his own philosophical thought-process to his tyre distribution business. Set up in Pocklington over 40 years ago, Bond International now occupies a 140000 square foot site on the town's industrial estate and employs nearly 100 local people. In addition, there are also distribution depots in Chepstow, Stevenage and Redditch employing a further 90 people. The International flavour is reinforced with representation offices in both China and Singapore.

The latter gives an insight into the unique selling proposition of Bond International. Reg Bond firmly believes in the sourcing of alternative brands to the premium manufacturer offer. By researching new and competitively-priced world-wide manufacturing facilities, Bond is able to offer exclusive, high quality, mid-range tyre brands.

An example of this is the Infinity tyre brand.

Bond International is the exclusive distributor of Infinity tyres in the UK. Appointed 7 years ago, the Infinity brand is gaining UK market share through the sales and marketing efforts of Bond International. The Infinity range is substantial – globally they cover OTR, Agricultural, Industrial and Mining tyres. Within the UK, Bond International offer high performance passenger car Infinity tyres, 4x4 Infinity tyres, and van and light truck Infinity tyres.

The Infinity brand proposition is gaining in reputation and credibility – there are very few returns and technical tyre expert, Brian Lawton, recently commented: "Infinity tyres represent an excellent alternative to a mid-range tyre – they are of exceptional quality and at a very affordable price – an attractive value combination."

#### The Infinity Vision

*"To create a globally recognised brand, which offers a low cost, high quality, premium economy alternative within the current replacement tyre market, and which currently meets the demands of the worldwide recession"*

Reg Bond very much epitomises the “family” culture of the global Infinity distributor network – working and assisting each other in a positive developmental fashion – and ensuring organisational satisfaction for all parties. Indeed, there are currently 5 members of Reg’s close family working in the business and at a recent Infinity Bond staff event held at York Racecourse, the singing and dancing cabaret was provided by two of Reg’s grandchildren!

The Infinity – Bond route to market involves the utilisation of a Head Office call centre supported by a field Regional Sales Team. The call centre has 25 staff and through its unique Fastrac ordering system currently averages over 700 orders every day. Each operator services an average of 80 live customer accounts – there can be over 3700 inbound and outbound calls made per day!

Bond’s customer base includes both independent retail tyre centres and also Regional and National retail tyre groups.

The net result is for forecasted 2009 sales to be in the region of £87m, with an objective to reach £100m by the end of 2010.

In addition to tyre distribution, Reg’s other passions include horse racing and golf. Reg currently has a stable of 15 horses at the Yapham Mill Stud just north of Pocklington. Regular run-outs are made by Reg’s horses – he is a colourful and respected figure whether it is in the paddock or in the tyre warehouse!