

## NEWS FROM WOODREED INSIDE OUT THINKING FOR BRANDS

DS Automobiles invites selected retailers to make themselves comfortable in their exclusive and new DS Lounge



Two years after DS Automobiles (the premium brand of the Group PSA) launched its online platform for DS Champions across its UK DS Dealer network with DS Stores and DS Salons, Woodreed has evolved the site to meet the changing needs of the DS brand and their customers as it continues on its journey of brand-focussed representation in the UK.

The new DS Lounge is an exclusive area with access for those retailers who represent the DS brand in the UK going forward. It's a place where the brand can share its network development plans with selected partners and begin to support them in the development of future DS Stores and DS Salons. It allows the network to share news, views and best practice with each other and raise questions for answering with the DS brand team.

Kris Cholmondeley, Head of Sales Development, Citroën and DS says:

"We are placing considerable resources to enable the DS brand to be distinctively recognised especially as an individual identity, and plan for the DS Lounge area to

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operate for the benefit of network development plans to securely share news and best practice”.

The outstanding KPIs and business results of the original platform prompted roll-out by Woodreed of a DS platform in Germany as well as the Group’s Citroën and Peugeot communities to engage UK dealer teams. All have delivered adoption and participation levels significantly in excess of accepted industry metrics. All are built on the same modular platform created by internalDesk, whose flexibility allows for extensive branding, bespoke functionality and structure modification to meet the differing needs of the brands and support changes in business strategy.

### Notes for editors

#### About Woodreed

Woodreed is a specialist advertising agency that’s been putting brand at the heart of internal communications since 1991. The agency treats employees like customers. This means using the same tools, methodology, brand insight and creativity that marketing teams use to engage consumers outside, but on the inside instead to engage employees and prospective employees. [www.woodreed.com](http://www.woodreed.com)

#### About internalDesk

internalDesk is more than a platform for collaboration, business transformation or internal comms. It is the only platform on the market that agencies/consultancy firms can customise to help them reach their clients’ goals.

internalDesk’s clients include large corporations such as GE, Peugeot-Citroën, Absolut, AtlasCopco, UPM and more, SMEs and even non-profits like WorldVision and slavefreetrade.org. [www.internaldesk.com](http://www.internaldesk.com)

#### About DS Automobiles

A French brand born in Paris, DS was founded on 1 June 2014. Its ambition is to embody the French know-how of luxury in its cars. Driven by its outstanding heritage and avant-garde spirit, DS perpetuates the values of innovation and distinction inherited from the first DS, launched in 1955.

Designed for customers looking for a means to express themselves as individuals, the DS Collection comprises DS 3, DS 3 CABRIO, DS 4, DS 4 CROSSBACK and completed with imminent-arrival of DS 7 CROSSBACK. The models in the DS range stand apart through their avant-garde design, refinement and attention to detail, advanced technology and dynamic serenity.

Presented at the 2017 Geneva Motor Show, DS 7 CROSSBACK, the SUV by DS featuring Parisian-style innovation and savoir-faire, ushers in the second generation of DS models. With the DS 7 CROSSBACK La Première limited edition model, forward thinkers can reserve their car online or at a DS Store or DS Salon, and be the first to get behind the wheel. Committed to high-performance hybrid and electric

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cars, the Brand will launch the DS 7 CROSSBACK equipped with E-Tense, the hybrid powertrain by DS, in 2019.

DS models are primarily available from DS Stores and, DS Salons. DS also has a flagship store, DS WORLD PARIS and DS Urban Store in London. DS represents a brand experience that goes beyond the products to include ONLY YOU, a collection of exclusive services.

Keep up with the latest news at [www.DSautomobiles.co.uk](http://www.DSautomobiles.co.uk) and [@DS\\_UK\\_Official](https://twitter.com/DS_UK_Official)