



# FINEST VEHICLES CARE

CARS, MOTORCYCLES AND BICYCLES



*French company*





GS27® owes its success and its place as the French leader in car care products first and foremost to its keen sense of innovation and constant attentiveness to market expectations.

The brand, which is in constant product evolution, is recognised for the quality of its products and its technological expertise. Leader in France, GS27® continues to expand internationally ensuring it remains as always THE benchmark in cleaning and maintenance products for two- and four-wheel vehicles.

## A FLAGSHIP BRAND THAT'S AHEAD OF THE FIELD

Since 1968, GS27® has been a true forerunner in the field of dedicated vehicle cleaning and maintenance products.

Established in France, specifically in Touraine (37), today the brand is the undisputed leader on the French market.



## INTERNATIONAL IN SCOPE

GS27® is present on every continent, with products adapted to each country.

The brand - equipped with a dedicated export team - meets the highest expectations of an international clientele.



## A PRESENCE AT THE WORLD'S LEADING TRADE SHOWS

GS27® has always kept its eyes on the world and has become a benchmark brand at international trade shows such as:

### AUTOMOBILE

- Automechanika Francfort et Dubai
- AAPEX Las Vegas
- Equipauto Paris
- CIACCE Pékin etc.

### MOTORCYCLE

- EICMA Milan
- Intermot Cologne

### BICYCLE

- Eurobike Friedrichshafen
- Interbike Las Vegas



## INNOVATION, TO GUARANTEE PERFORMANCE

GS27® has the capacity to develop in-house technical and innovative products for all types of vehicles. Thanks to its laboratory and integrated **Research & Development** department, the brand has a major asset for permanently maintaining a good head start in a highly competitive market. With continuously improved formulations, GS27® helps to make **high-technology products** accessible to the end-user. With its expertise in fine chemistry, the composition of formulae is regularly adapted to follow manufacturing evolutions.

From Titanium® technology for enhanced protection to the 100% biodegradable eco-friendly range and anti-bacterial products, GS27® innovations attest to its vitality and ability to innovate year after year.

With GS27®, you will be accompanied by one of the most dynamic and inventive players on the market for the care and maintenance of your vehicles.



**Innovation is part of the DNA of GS27®. The company works daily to develop innovative techniques and products that meet the needs of a passionate & demanding clientele.**

## GS27®, FRENCH LEADER IN VOLUME & VALUE ON THE FRENCH MARKET

Market share for the "Wash & Protection" segment in car centres



### GS27® IN FIGURES

- More than **50 ans** of innovation in car, motorcycle and bicycle maintenance products
- **36,7%** of market share value and **27%** of market share volume in car centres in France
- **4000m<sup>2</sup>** sq. m. of packaging and storage space in the heart of Europe

### DISTRIBUTION CHANNELS



AUTOCENTRES



AUTOMOTIVE  
WHOLESALE



SPECIALISED  
STORES



LARGE DIY  
SURFACE AREAS



LARGE FOOD STORE  
SURFACE AREAS



PETROL  
STATIONS



INTERNET  
SITES





## GS27® Classics : Results that speak for the

A true benchmark in car care products, the Classics range is at the forefront of

Washing, renovating, polishing and finishing: the Classics range alone covers all like never before.

→ Decidedly top-end, Classics products are a must-have for both stores



Distribution channels:



## GS27® Technics: Professional results available to everyone

With the GS27® Technics range, GS27® reaches out to all those car enthusiasts who want to take care of the maintenance of their vehicle themselves.

→ True car renovation solutions, these technical but easy-to-use products will give professional results that will boost your points of sale.

Distribution channels:





# RE RANGES

themselves

nt of car care innovation.

vers all the consumer needs to make their vehicles shine

stores and car enthusiasts.



**GS27® Essentials:** A range accessible to all

The "Essentials" range stands out for its simplicity and clarity. This range has been specially developed in order to match non-specialised points of sale needs and give them the highest level of performance possible.

It consists of a selection of essential products for cleaning and giving a shine to all cars.

➔ A true concentrate of performance with carefully studied price positioning, "Les Essentials" is the range you need to boost your sales.



Distribution channels:







## GS27® Additives: Optimise performance

GS27® additives solve your mechanical malfunctions thanks to active ingredients derived from **leading-edge technologies**.

With GS27® additives, pass vehicle service & technical tests with ease, reduce your fuel consumption, combat engine wear & tear and solve all those recurring problems (injectors, particle filters, turbo, EGR valve, etc.).

→ A selective range that meets the current and future needs of consumers.

Distribution channels:



## GS27® Pure : The ecological GS27® range

GS27® Pure is a concentrate of innovation that combines efficiency with an eco-responsible approach.

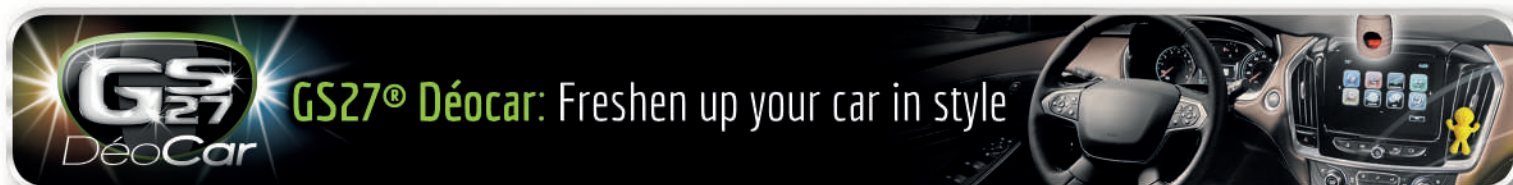
An ecological range of maintenance products suitable for all means of transport: cars, motorcycles, bicycles, boats, etc.

→ Ecocert certified, they provide your customers with the certainty of maintaining their car while making a strong and concrete effort in favour of the environment.

Distribution channels:







An innovative range of interior fragrances for cars, the DéoCar range is:

- Harmless, with no danger marking
- High quality, designed with fragrances of French origin
- Original and different, ensuring better sales for you

A wide assortment of fragrances to make each journey enjoyable.

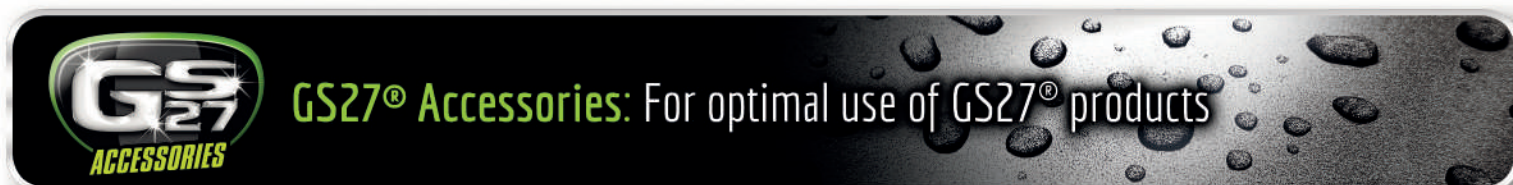
→ An attractive variety that stimulates impulse buying.



Distribution channels:



*French Perfumes* ●●●●



Thanks to a design based on the latest technology, GS27® accessories allow you to take advantage of the maximum potential of the brand's products.

In brief: quality cleaning, incomparable shine and careful maintenance of all vehicles (Cars, Motorcycles & Bicycles).

→ Increase your average spend per customer.



Distribution channels:







## GS27® Pro: A range dedicated to professionals

GS27® places its expertise at the service of professionals with nearly 30 references that respond perfectly to the requirements and needs of the automotive world.

In addition to **suitable packaging** sizes and high-performance formulations, each product in the Pro range has been designed and developed based on the properties of **new automotive materials**.

From washing to maintenance, from renovation to technical products, the range is aimed at **professionals dedicated to motorised vehicles**, whether they are passenger vehicles, utility vehicles or even heavy goods vehicles.

Designed for regular use, these formulas combine **both quality** and quantity and ensure flawless results in all weather: shampoos, polishes, degreasers, wheel rim and window cleaners or accessories apply to renovating all vehicles.

→ Through its Pro range, GS27® delivers the results of **50 years of research and excellence** to satisfy all professionals of the automotive sector.



Distribution channels:





# TWO-WHEEL CARE RANGE



**GS27® Motorcycle:** All your motorcycle needs



The motorcycle range by GS27® has been designed to restore the **original shine and power to motorcycles.**

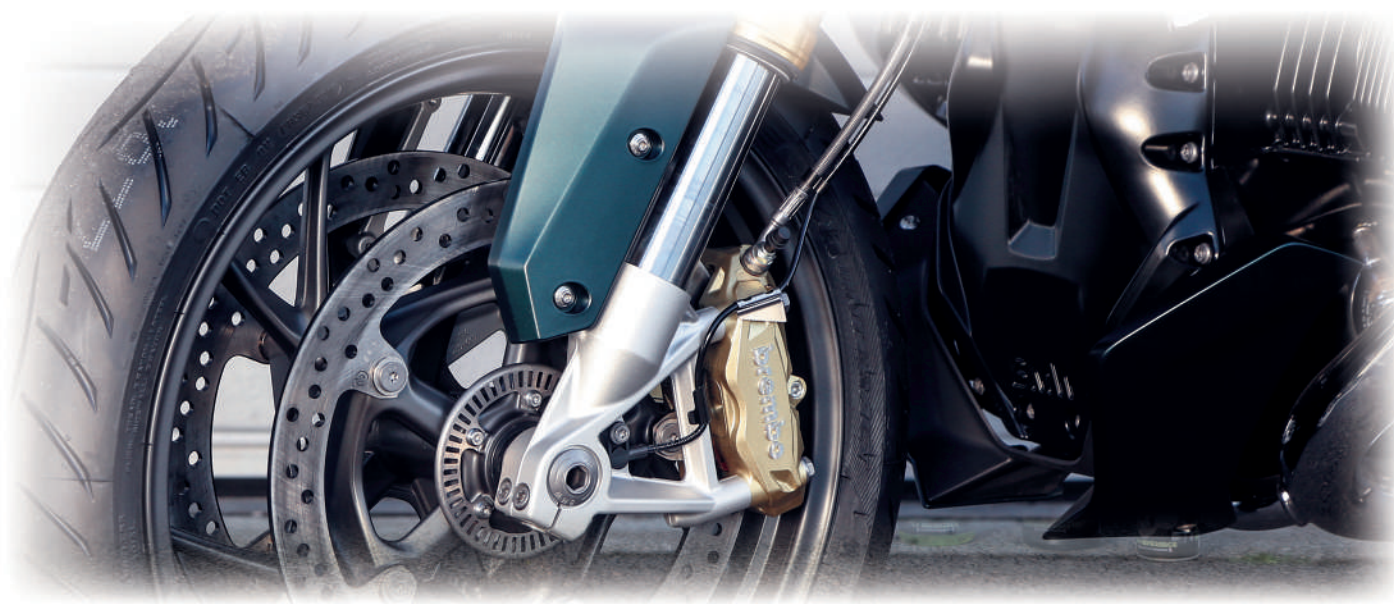
With more than 20 references, this range ensures the best cleaning and maintenance of motorbikes and riders' equipment.

Helmet care, chain maintenance, active foam, wipes or cleaners with polishing power ensure visibility, shine and longevity on the road.

→ A complete offer that will bring a shine to your shelves.



Distribution channels:



**GS27® Bike:** Designed to surpass limits



GS27® Cycle excels at cleaning and maintaining your bikes and equipment.

High-performance products **adapted to all types of bicycles** (mountain bikes, road and racing bikes, BMX, fat bikes & e-bikes) and respectful of even the most fragile materials (carbon, titanium, painted surfaces).

→ A highly efficient range.



Distribution channels:





# MULTI-CHANNEL & MULTIMEDIA

## A PRESENCE AT MAJOR CONSUMER TRADE FAIRS

GS27® demonstrates the performance of its products at the major French Car, Motorcycle & Bicycle events and trade fairs (Mondial de l'Auto, Rétromobile, Epoqu'auto Lyon, Roc d'Azur) but also through its ambassadors who bring it national and international communication: federations, influencers, renowned brands, clubs and drivers.



## POINT OF SALE WITH IMPACT

On the POS side, sales support tools adapted to the Car, Motorcycle & Bicycle worlds highlight your shelves and promote the brand: boxes, gondola end displays, screens with demonstration videos, goodies, POS animations, etc.





# TIME MEDIA COMMUNICATION

## MEDIA PRESENCE

The brand is particularly active and has a strong presence in the various media but also in the field, always attentive to customers and prospects in order to meet their expectations.



Partnerships



Web



Events



Newspapers  
& Magazines



Télévision



Radio



Sampling

A significant presence of the brand in French specialised press:



GS27® also ensures a day-to-day dynamic presence on social media:



Tutorials, new products or advice on the care and maintenance of vehicles alongside user testimonials and sports achievement videos.

Our goal? To develop brand awareness, increase traffic and facilitate point-of-sale rotations.

All these means of communication are constantly adapted to meet your needs!  
With GS27®, choose a brand with a strong reputation that is constantly investing for better point-of-sale performance.





**Sales administration  
opening hours:**

**Monday to Thursday**  
from 08:30 to 12:00  
and from 13:30 to 18:00 p.m.

**Friday**  
from 08:30 to 12:00  
and from 13:30 to 17:00

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