



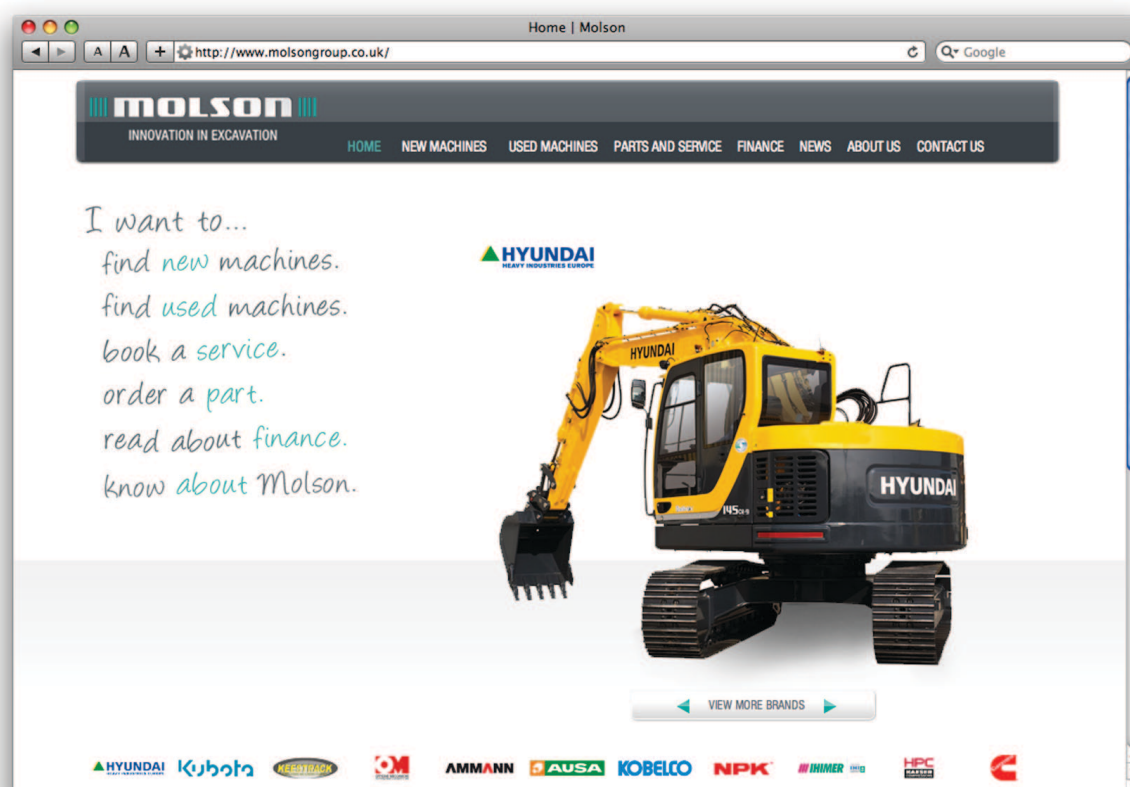
Brand New Website

This month sees the launch of our new website. ... we encourage you to take a look and think you will be impressed with the results.

- 'Mobile' Friendly
- Uncluttered to help you see what you need
- Fewer clicks to the info you want

We wanted the new site to incorporate the latest functionality and tools. The result is a site that is visually attractive with powerful functionality and we think re-writes the rulebook when it comes to heavy-duty construction equipment websites.

The site is content managed allowing us to update, add and change information on the site easily and quickly. The "handwritten" script on the left side of the homepage states our offer clearly, in a personal, straightforward and friendly way. Everything can be found with fewer clicks than most sites, saving you time.



The uncluttered images are sharp, modern, clear and viewer-friendly, reflecting Molson's quality offer, and makes the site very easy to use on all mobile phones. The site uses WebFonts that allow the brand to remain consistent online and also provides better Google results.

In the New Machines section you have the most comprehensive catalogue of machines across the widest range of brands online. There are three types of "search and filter" too: allowing access to type of machine, and/or by brand and/or by weight. All the results are shown on one page allowing you to easily see all your options. The search filters are fast and easy to use.

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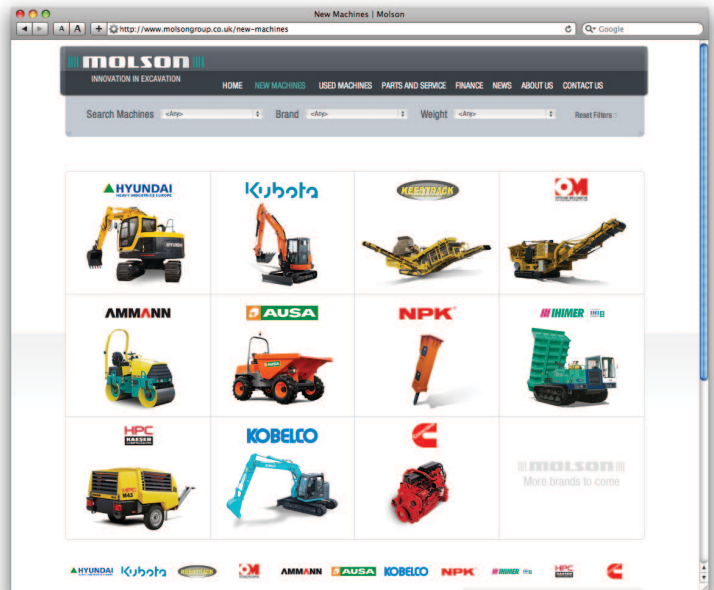
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Another feature of the site allows you to click on the manufacturers names listed on the home page to see their full portfolio of machines.

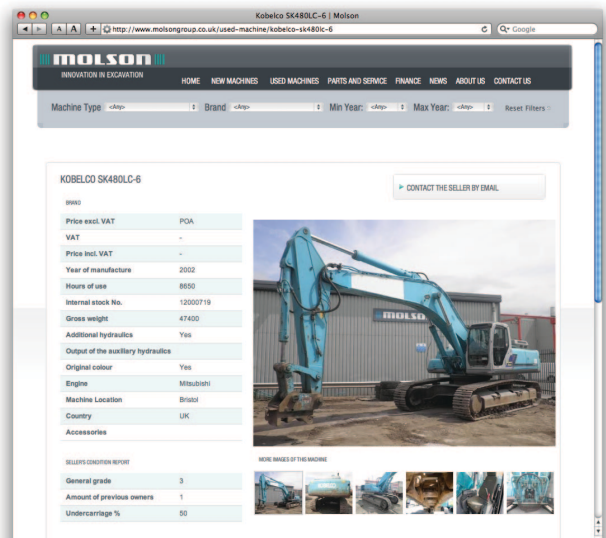
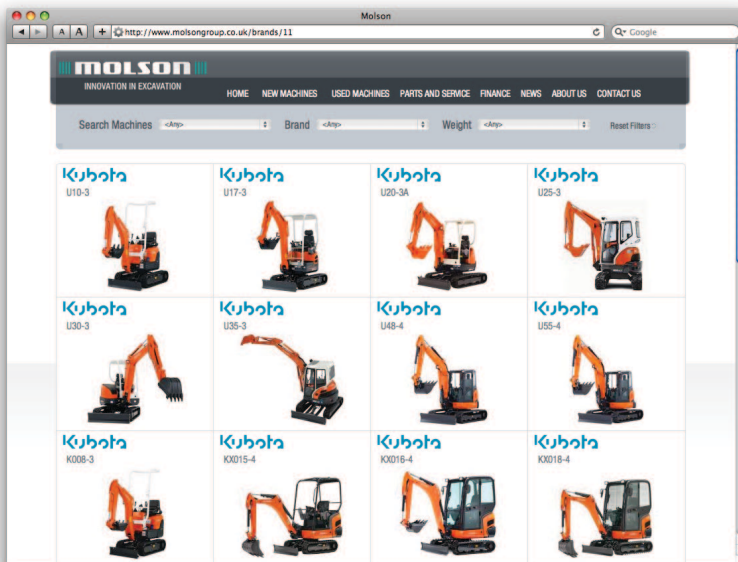
Built in tools allow us to use Twitter and Facebook and allow visitors to the site to share what interests them. New products, promotions and offers can be tweeted on our twitter feed or added to our Facebook page easily and quickly.

We are now on Facebook and Twitter – The reasons for doing this is so we can post live updates throughout the day of information to you and our customers.

This would include upcoming events, general company news, new stock and onsite inspections. (This information can be accessed by clicking on the Facebook and Twitter link on the bottom of the web page, or typing into Facebook “Molson Group” and on Twitter you would have to type in “molson_group”).



The end result is a beautiful bright modern site that is easy to navigate and uses powerful tools allowing you to quickly find the information you are looking for. We think it stands out from the sea of dark and clunky websites the competition have.



P.S. Our thanks go to 'Miura', an agency in London who designed and built our new site. If anyone is looking for help on their own website we would not hesitate to recommend them Please call them on 020 7566 7946, or access their website at www.miura.gi