



FINEST CAR CARE
CAR, MOTORCYCLES & BICYCLES

● ● ● *French company*



DISCOVER GS27

Trailblazer in the car, motorbike and bicycle care products

01.

French reference
for more than 55 years

02.

DC Expansion
& Winalco

03.

A leader in its field

04.

Always innovating
Always reinventing

05.

French made
since 1968

06.

A multidisciplinary team

07.

Vehicle care products
ranges

08.

Multi-channel presence

09.

Sharp brand image

10.

A few figures
to keep in mind



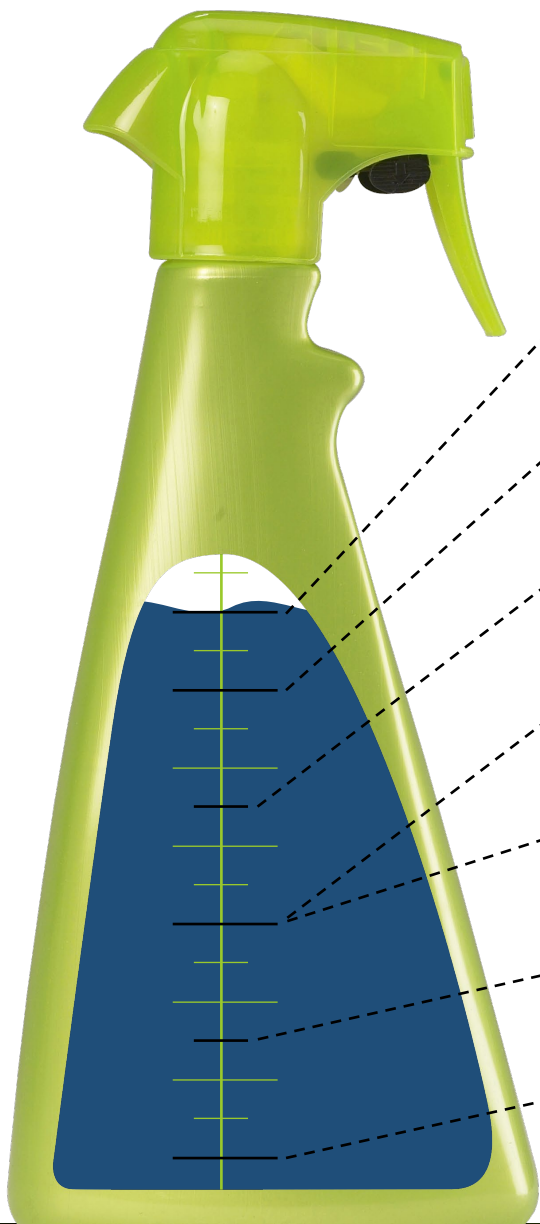
01. | French reference for more than 55 years





THE FRENCH REFERENCE

For more than 55 years



Today, French leader in the car care products category

2010. Acquisition by a French family group led by car enthusiasts

1999. International developpment thanks to the Scratch Remover (US market)

1998. Beginning of the distribution in specialised shops (Norauto, Feu Vert)

1998. Beginning of the collaboration with teleshopping channels

1968-1998. Product sales and demonstrations on markets, fairs and exhibitions

1968. GS27 creation by Serge Gaultier



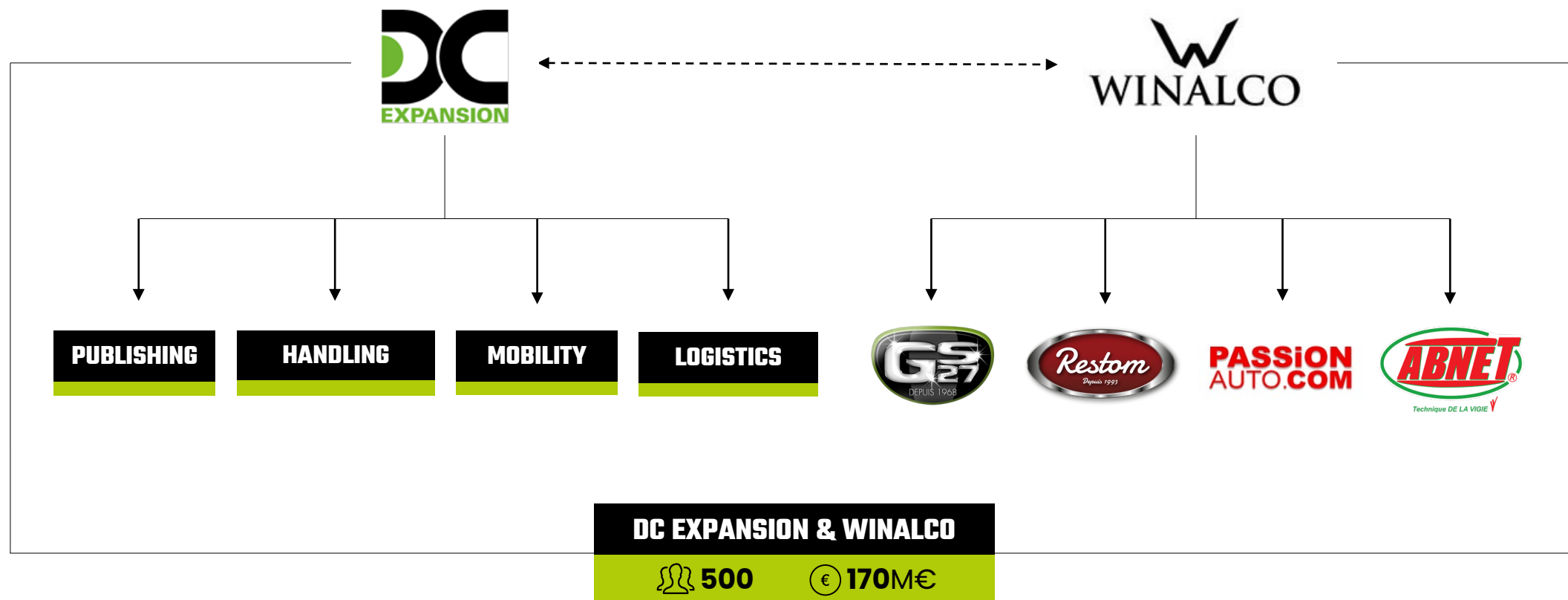
02. | DC Expansion & Winalco





DC EXPANSION & WINALCO

A shared passion





03. | A leader in its field

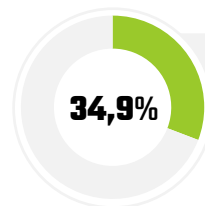




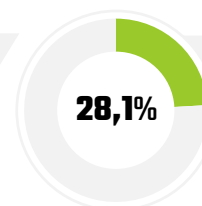
GS27

A leader in its field

French leader in car care products in volume & value



In value *



In volume *

A range of **efficient and innovative products** to cover all the needs for the care and cleaning of cars, motorbikes and bicycles



An **international scale** thanks to our presence on 5 continents

* Source : GFK - 2021



04. | Always innovating, always reinventing





ALWAYS INNOVATING

For reinvention

R&D and integrated lab

Ability to internally develop technical and innovative products

Innovation in our DNA

Titanium and Ceramic technologies, 100% biodegradable range

Expertise in fine chemicals

Regular adaptation of our formulas to keep up with technological developments

Dynamism & creativity

Everyday researches to meet the new requirements of our customers





Fabrication Depuis
française ●●● 1968

05. | French made since 1968



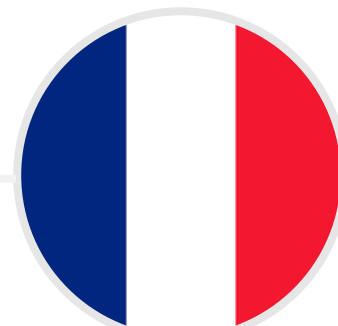


FRENCH MADE

Since 1968

95%

of our products are **made in France**, a guarantee of quality and tracability for our customers





06. | A multidisciplinary team





A MULTIDISCIPLINARY TEAM

Product quality & innovation orientated



R & D department

Innovate to stay at the forefront of technology



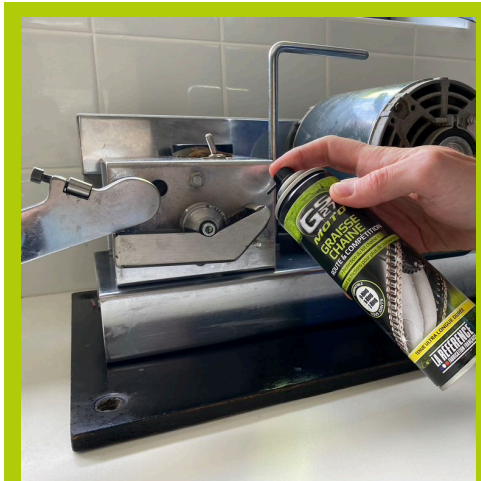
Marketing department

Build and animate the ranges, develop our presence on the markets



Communication department

Promote our products, develop the brand image and its reputation



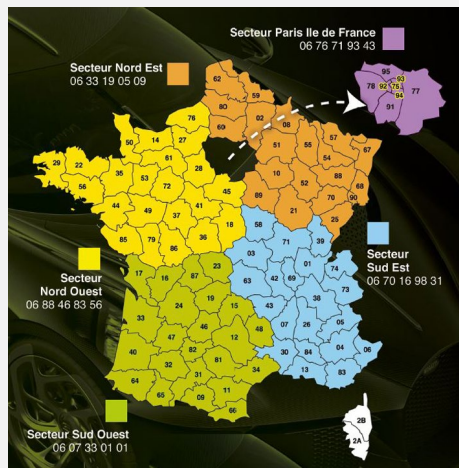
Quality control

Maintain a level of excellence and consistency in product quality



A MULTIDISCIPLINARY TEAM

Customer satisfaction orientated



Sales force France

5 experts nationwide for our BtB customers



Export department

Customer support and international development



Logistics department

State-of-the-art technologies, 3000m² dedicated to the storage, preparation and dispatch of orders



After Sales Department

Maintaining our satisfaction rate at 99% thanks to our attentiveness and responsiveness

Sales & customer service department



07. Vehicle care product ranges





OUR VEHICLES CARE LINES

Cars, motorbikes & bicycles

+ 55

years of innovation and
products expertise

10

products ranges
Cars, motorbikes & bicycles

+ 250

Products
on the catalogue

95%

Of our products are
French made



1

Exterior
Cleaning

2

Decontamination

3

Polishing
Renovation

4

Waxing
Protection

5

Regular
Upkeep

6

Interior
Upkeep





Results that speak for themselves



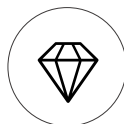
Cleaning, renovation, waxing, finition : the Classics range covers all the needs in car care products



Easy to use



Quality



Performance



Innovation



For an optimal use of the GS27 products



Leader in 6 products families in specialised shops*:
bodywork, plastics, textiles, rims, waxing & polishing

* Source : GFK - 2021



The sustainable range



A **short range** that meets the essential needs of the motorist

Global approach for products with a limited **environmental impact**



Cleaning



Waxing



Interior Care



Up to 100% of natural components



100% green bottle



100% recyclable packaging



Label in recycled paper

* Except windscreen washer



A wide range of in-car air fresheners

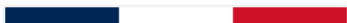


New



**An attractive range,
generating impulse buying**

French fragrances



Harmless,
without hazard
warning marking



Premium quality &
French fragrances



Originals &
distinguishing
products



Maintaining your vehicle and optimising its performances



A specific range of products for automotive maintenance



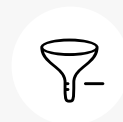
Ease of use



Professional results



A select range of additives to avoid or solve mechanical malfunctions



Reducing fuel consumption



Reducing pollution



Improving performances



Protecting engines



Taking care of your motorbike



With more than 20 references, the GS27 motorbike range guarantees **visibility, shine and performance** on the road



Washing, shine and protection



Chain upkeep



Driver's gear



For an **optimal use** of the GS27 products





Designed to go above and beyond its limits



High performance products suitable for all types of cycles
and respectful of materials, even the most delicate



For an **optimal use**
of the GS27 products



Washing, shine
and protection



Upkeep
and
lubrication



Rider's gear

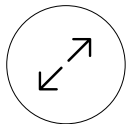


A range dedicated to the professionals



50 years of research and excellence to satisfy the automotive professionals

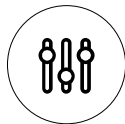
Quality and quantity for optimal results on all types of vehicles



Packaging dedicated to pros



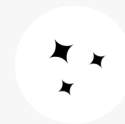
High performances Formulas



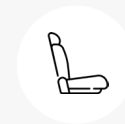
Adapted to new materials



Washing



Renovation



Interior upkeep



Technical products



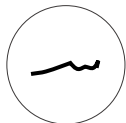
An affordable range for all



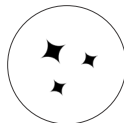
A standing-out range, for its **simplicity and clarity**



Washing



Renovation



Waxing



Interior
upkeep

Performance and **price positioning**



Supermarkets



Appealing prices



Optimised
packaging



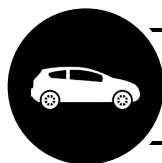
08. Multi-channel presence





MULTI-CHANNEL PRESENCE

Closer to our customers



Car
Centres



Wholesalers



Specialty
Stores



Hardware Stores



Food superstore



Petrol
station



E-commerce
[GS27.com](https://www.gs27.com)



Marketplaces





09. | Sharp brand image





A SHARP BRAND IMAGE

A strong media presence



TV Campaigns

Shows sponsorships



Radio Campaigns

Shows sponsorships



Press Campaigns

Advertising inserts, reports



Web Campaigns

Advertising, display

DIRECT **AUTO**

VINTAGE
MECANIC

RMC
INFO TALK SPORT

Sport
auto

Classiques
auto

TopGear

l'auto-journal

evo
MAGAZINE

L'Automobile
MAGAZINE

OPTION AUTO

Octane
MAGAZINE

MOTORSPORT

AUTO
HEROES

YOUNGTIMERS

CLASSIC
& SPORTS CAR
MAGAZINE

auto
MOTO
auto-moto.com

MOTO
HEROES

MOTO
magazine

MOTO
journal

moto
revue

mob
vente

Cyclist
MAGAZINE

LE CYCLE

BigBike





A SHARP BRAND IMAGE

Some advertising inserts

GS₂₇
SINCE 1968

Ligne de Soins pour véhicules
AUTO, MOTO & CYCLE

LA (R)ÉVOLUTION D'UNE ICÔNE

LUSTREUR TITANIUM CÉRAMIQUE

PROTECTION ULTRA LONGUE DURÉE
BRILLANCE EXTRÊME
EFFET DÉPERLANT IMMÉDIAT

SIO₂
MOYENNE DE BRILLANCE

Fabrication Française • Depuis 1968

Retrouvez tous les produits Auto, Moto et Cycle sur www.GS27.com en magasins spécialisés.

f i y t

GS₂₇
MOTO

LIGNE DE SOINS POUR VÉHICULES
AUTO, MOTO & CYCLE

L'EXCELLENCE FRANÇAISE DEPUIS 1968

LAVAGE - BRILLANCE - PROTECTION

Fabrication Française • Depuis 1968

Retrouvez tous les produits Auto, Moto et Cycle sur www.GS27.com en magasins spécialisés.

f i y t

GS₂₇
CYCLE

Ligne de Soins pour véhicules
AUTO, MOTO & CYCLE

NOUVEAU! GRAISSEZ, REMONTEZ,
PÉDALEZ!

GRAISSE AU LITHIUM
HAUTE PERFORMANCE

Conçue spécialement pour le montage des vélos
Protection de la corrosion
Excellente adhérence et durabilité

LA RÉFÉRENCE
GRAISSE AU LITHIUM

Société Française • Depuis 1968

Retrouvez tous les produits Auto, Moto et Cycle sur www.GS27.com en magasins spécialisés.

f i y t



A SHARP BRAND IMAGE

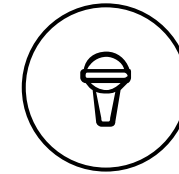
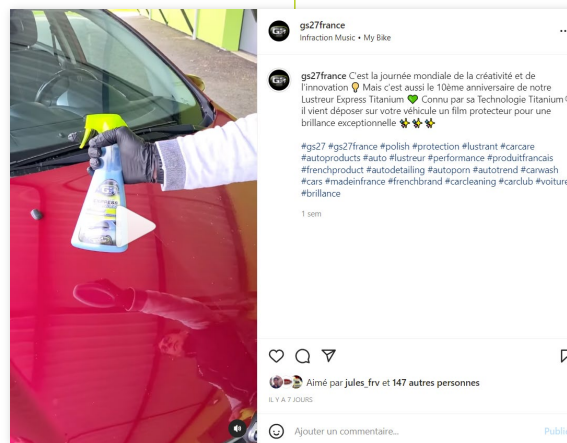
Strong presence on Social Media



Community Management



Videos



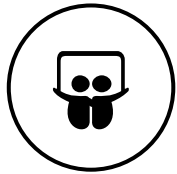
Influencer Marketing





A SHARP BRAND IMAGE

A strong mainstream presence



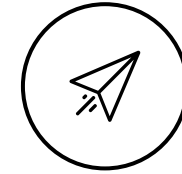
Partnerships

Clubs, teams, drivers, events



Public Relations

Press kits, Press releases



Newsletters

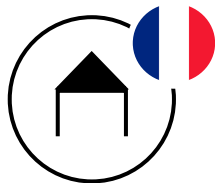
BtoC, BtoB





A SHARP BRAND IMAGE

On French and International Markets



French fairs

Cars, motorbikes & bicycles




International fairs

Cars, motorbikes & bicycles





 Retromobile Paris


 Le Mans Classic


 Eurobike Francfort


 Roc d'Azur Fréjus

 Sema Show Las Vegas

 Automechanika Francfort

 Automechanika Dubai

 EICMA Milan

 Epoqu'Auto Lyon



10. | A few figures to keep in mind





A FEW FIGURES TO KEEP IN MIND

About GS27

55

years of innovations and
product expertise

10

products ranges
Cars, Motorbikes & Bicycles

+ 250

Existing products

95%

Of our products are
French made

2,5km

Of storage shelving on 3000m²

+ 3 600

Point of sales

2 850 000

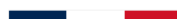
Sold products in 2022

99%

Customers satisfaction rate



GS27.com





FINEST CAR CARE
CAR, MOTORCYCLES & BICYCLES

● ● ● *French company*