

Strategic Pillars



Through our core categories of Car Maintenance, Car Enhancement and Car Servicing we provide the services and expertise to take the hassle out of motoring.

Strengths

- ✓ Needs driven demand
- ✓ Established brand is natural destination for customers
- ✓ Huge range and national availability
- ✓ Leveraged through unique in-store services
- ✓ Dealership quality services at independent garage prices



Through a wide range of Leisure products and accessories, from trailers and roof boxes to tents, we help customers make the most of their journeys and destinations.

Strengths

- ✓ Value driven including environmentally friendly solutions for leisure and holidaying
- ✓ Tight integration with multi-channel drives sales of price led ranges
- ✓ Consistent growth in camping as Halfords becomes known for life on the move



We deliver a compelling range of own-brand cycles, and complement these with a knowledgeable, skilful and competitive cycle service offering.

Strengths

- ✓ Contemporary and innovative ranges drive a product led market
- ✓ Competitive international buying maintains good margins
- ✓ Effective promotion of own brands through multi-channel offer
- ✓ New cycle ranges launched: *Carrera*, *Voodoo*, *Boardman* and *Pendleton*

