

**components for  
automotive intranets  
and websites**



exclusively  
focused on the  
automotive  
industry, which  
means:

briefings are brief

we can contribute  
from extensive  
experience

we can offer  
customised  
turnkey services

## the company

Websites need to be much more than online brochures. 2nd Byte fill the gaps left by non-specialist internet agencies and hard pressed in-house IT professionals by adding powerful functionality to existing internet and intranet systems - quickly and cost-effectively.

We only provide services for the car industry. This means:

- Briefings are brief
- We contribute to problem solving from our experience not only of web technologies, but also from an extensive knowledge of the way the car industry works
- We already have a range of modular solutions for fast and cost effective customisation

The car industry is a club. Few who join it ever leave. Most managers have had experience of working for several brands, and few senior positions are ever filled from outside.

It takes a considerable amount of time for an individual to understand the players and the processes, the politics and the markets.

Our management have been involved in the car business for most of their working lives. So we not only understand car manufacturers, we also understand dealers and what makes them tick.

But the internet industry is also becoming increasingly complex. So we have to be experts in that as well.

Established in 1992 by Jerry Horwood, formerly Marketing Services Manager for Volvo and then BMW, 2nd Byte is rapidly growing and today employs around 50 people in Godalming (30 miles south west of London and 45 minutes from Heathrow and Gatwick), and in Brighton.

**2nd Byte combine an understanding of car manufacturers and their dealers with considerable expertise in internet technologies.**

