

## .eu shows that you are European

*“The .eu domain name was very important to Hyundai Heavy Industries Europe. Our company name says enough: We distribute our machines all over Europe. We moved from Hyundai.be to Hyundai.eu. [In] the last months we can see an increase in the number of visitors. The .eu is gaining in popularity.”*

Jan Coemans, Hyundai.eu

## .eu is practical

*“What we see in the food industry is that for most companies, the market has become more and more European or even global. And very often they want to put one product with one package on all these different markets. In order to save space, sometimes you can put some of the information on a website rather than directly on pack. In that case, a .eu website is very useful to reach all these consumers at once.”*

Jup van't Veld, Monchoix.eu

## .eu equals quality

*“UniCredit Group is the third-biggest European banking group, with a presence in 23 European countries. To me, the .eu domain name carries a very strong subconscious connotation of the best in Europe.”*

Marc Beckers, UniCreditgroup.eu



*The .eu domain is exclusively for residents of the European Union. It offers a single European identity on the Internet for 500 million Europeans in 27 different countries.*



## 8 reasons to choose .eu

EURid vzw/asbl  
Park Station  
Woluwelaan 150  
B-1831 Diegem, Belgium

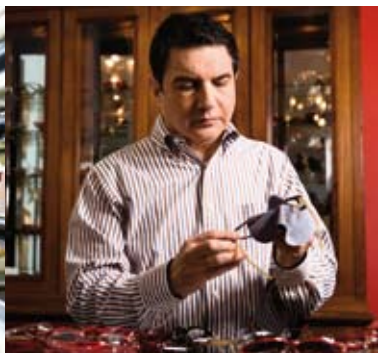
Tel.: +32 (0)2 401 27 50  
Fax: +32 (0)2 401 27 51  
info@eurid.eu  
www.eurid.eu

**EURid**

The European Registry of Internet Domain Names [www.eurid.eu](http://www.eurid.eu)

The .eu TLD is an initiative of the European Commission.





**1**

**.eu helps attract customers**

A .eu website says you are open for business across Europe

**2**

**.eu shows that you are European**

A .eu website promotes your location

**3**

**.eu is practical**

A .eu website offers a central place for information

**4**

**.eu broadens your market**

A .eu widens your potential customer base

**5**

**.eu lets you streamline your websites**

A .eu website can make website management easier

**6**

**.eu speaks your language**

Support is available in all official EU languages

**7**

**.eu raises your visibility**

A .eu website attracts attention

**8**

**.eu equals quality**

A .eu website creates a good impression

**Follow the leaders**

Companies like the UniCredit Group, Hyundai and Pioneer use .eu domain names.

Put yourself on the map with .eu. Learn more at [www.8reasons.eu](http://www.8reasons.eu).