

ATD Honored as Bronze Stevie® Award Winner for Sales and Customer Service

Huntersville, N.C.

[**American Tire Distributors**](#) (ATD), the largest independent tire distributor in the U.S., was awarded a Bronze Stevie Award in the Best Use of Technology in Sales category at the 14th annual [**Stevie® Awards**](#) for Sales & Customer Service.

The Stevie Awards for Sales & Customer Service are the world's top honors for customer service, contact center, business development and sales professionals. The Stevie Awards organizes eight of the world's leading business awards programs, also including the prestigious American Business Awards® and International Business Awards®.

The awards were presented to honorees during a gala banquet on Friday, February 28 at Caesars Palace in Las Vegas, NV. More than 600 executives from the U.S.A. and several other nations attended.

More than 2,600 nominations from organizations of all sizes and in virtually every industry, in 48 nations, were evaluated in this year's competition. Winners were determined by the average scores of more than 180 professionals worldwide, working in seven specialized judging committees. Entries were considered in more than 90 categories for customer service and contact center achievements, including Contact Center of the Year, Award for Innovation in Customer Service, and Customer Service Department of the Year; more than 60 categories for sales and business development achievements, ranging from Senior Sales Executive of the Year to Sales Training or Business Development Executive of the Year to Sales Department

of the Year; and categories to recognize new products and services and solution providers.

“What’s most gratifying about receiving this award is that it focuses not only on our sales numbers that resulted from our technology advancements, but on the innovations themselves that have improved customer satisfaction as a whole,” said Stuart Schuette, ATD’s President and Chief Executive Officer. “For ATD, our mission is to become ‘the most connected and insightful automotive solutions provider in the world’ – which is why our sales salesforce is constantly evolving to set the standard for service, operations and growth within an industry bound by legacy.”

ATD’s evolving sales team is built upon connecting the sales team to new technology, new insights and new teams of specialists – enabling ATD’s customers and partners to thrive and drive into the future.

“Stevie Award winners from around the world should be very proud of their achievements. The judges were impressed with the vast range of nominations submitted for 2020 and have agreed that their accomplishments are worthy of public recognition,” said Stevie Awards executive chairman, Michael Gallagher.

Details about the Stevie Awards for Sales & Customer Service and the list of Stevie winners in all categories are available at www.StevieAwards.com/sales.

About American Tire Distributors

[**American Tire Distributors**](#) is one of the largest independent suppliers of tires to the replacement tire market. It operates more than 140 distribution centers, including 25 distribution centers in Canada, serving approximately 80,000 customers across the U.S. and Canada. The company offers an unsurpassed breadth and depth

of inventory, frequent delivery and value-added services to tire and automotive service customers. American Tire Distributors employs approximately 5,000 associates across its distribution center network, including approximately 800 associates in Canada.

About The Stevie Awards

Stevie Awards are conferred in eight programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, the Middle East Stevie Awards, The American Business Awards®, The International Business Awards®, the Stevie Awards for Great Employers, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Stevie Awards competitions receive more than 12,000 nominations each year from organizations in more than 70 nations. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at www.StevieAwards.com.

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