

ATD Featured on Selling Power's "50 Best Companies to Sell For" List in 2021

Awards

HUNTERSVILLE, N.C.

American Tire Distributors (ATD) has been recognized on [Selling Power's "50 Best Companies to Sell For" List](#) in 2021. This is the second year ATD has been ranked since 2019.

The Huntersville-based company provides support to more than 500 associates nationwide who service 80,000+ customers ranging from independent dealers to franchisees and large retail stores. ATD ranked 45 of 50 in 2019, the first year it was recognized, and rose to 43 this year.

To assemble the 50 Best list, Selling Power's research team created a thorough application where they gathered data across four main categories, including: compensation and benefits, sales culture, onboarding and sales enablement strategies and sales training and coaching. Companies were ranked in each of these categories to determine the final list.

Almost all the companies featured on the list invested in and offered training specific to virtual selling in response to the pandemic, including ATD. The list encompasses companies of all sizes – with sales forces ranging from fewer than 100 salespeople to companies with sales-force numbers in the thousands.

The full ranking of Selling Power's 50 Best Companies to Sell For in 2021 can be viewed [here](#).

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 130 distribution centers, including 24 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 600 associates in Canada. In 2021, the company was recognized as one of Forbes' 2021 America's Best Mid-Sized Employers and featured on Selling Power's "50 Best Companies to Sell For" list. In addition, ATD received a Gold Stevie® Award in the Transportation Company of the Year category of the American Business Awards®, in addition to a Bronze Stevie® Award for Most Innovative Company of the Year.

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