

ATD Wheels Virtual Open House Brings Latest in Wheels to Customers

Business

Huntersville, N.C.

Hosted by American Tire Distributors, the event featured 15 brands, introduced new digital-selling tools and offered customer pre-orders

The hottest in wheels was on display this week as [American Tire Distributors](#) (ATD), the largest independent tire distributor in the U.S., hosted its first-ever, fully interactive ATDWheels Virtual Open House on October 21-22. The event gave over 3,000 customers an in-depth look at the ATDWheels portfolio, including new 2021 wheel styles, digital wheel-selling tools and access to live wheel experts.

“We’re so proud of the success we had hosting our first-ever ATDWheels Virtual Open House,” said John Tak, senior director of merchandising, ATD. “We were able to bring our customers a one-of-a-kind experience that was entertaining like SEMA, but also educational. From the high energy videos, to the latest wheel fashions and designs, our customers and brand partners were engaged from the start and are now excited for what’s to come.”

A keynote video featuring Stuart Schuette, president and CEO of ATD, and Myles Kovacs, president and co-founder of TIS and Dropstars, showcased ATD’s commitment to wheels as the two stopped by the ATDWheels garage, took a look at the latest trends and welcomed a surprise appearance from world champion drifter Vaughn Gittin Jr.

“This is an event that we think is the beginning of something very special,” said Schuette. “It’s innovative and shows how we want to be on the cutting-edge of technology, new tools and new ways of thinking in our industry so we can bring that to our customers and help drive their success.”

For customers, the event offered an in-depth look at the newly enhanced ATDWheels Vehicle Visualizer tool that gives customers a new and interactive way to choose and sell wheels that meet any specification or preference. As part of its deep commitment to customers, ATDWheels also offered sales training specific for wheels and gave customers the ability to speak one-on-one with experts for further support.

The event also highlighted ATD’s robust product portfolio with 15 brands debuting the latest in wheels and technology, including: TIS, Dropstars, Gear, Center Line, Motiv, Fittipaldi, Worx, Drifz, Cragar, Ultra Platinum, Konig, Rough Country, OE Performance, Pacer, and RTR. Some of the most anticipated product included:

- TIS 554 – a fashion forward, concave version of the ever-popular 544
- Dropstars 658 – designed with a lowered street truck focus
- Motiv 430 – detailed passenger car wheel
- Gear 762 – next generation pivot wheel of the top-selling 726
- Drifz 318 – lightweight performance flow-formed design

Attendees also have the chance to win several giveaways, including 10 Showrooms of the Future by TIS and one all-new 2021 Jeep Wrangler provided by Gear Off Road. The giveaways will continue through November 22 with winners randomly selected at the close of the on-demand portion.

The ATDWheels Virtual Open House is available on-demand from October 23-November 22. Customers can find more information on the event and register at [ATDOnline.com](https://www.ATDOnline.com).

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.

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