

Tire Pros Unveils New Tools, Technologies, Analytics Capabilities

Tire Pros
Huntersville, N.C.

Tire Pros a subsidiary of **American Tire Distributors** (ATD), unveiled a new suite of analytics capabilities, tools and technologies to support its nationwide network of franchisees and position the brand to continue connecting to the future at its annual 2020 National Business Conference in Phoenix.

The annual conference was held last month under the “Connecting to the Future” theme. Franchise owners joined Tire Pros and ATD leadership to review new initiatives that reinforce ATD’s and Tire Pros’ commitment to innovative technology and creating connections that are unique to the industry. Throughout the conference, the presenters reinforced to Tire Pros dealers how leveraging new tools and technologies will allow them to “Connect to the Future” in the ever-changing market.

“Our connection to ATD reinforces our innovative adoption of technology, data and analytics to not only set us ahead today but keep us ahead of the curve as we advance this industry together,” said Greg Bell, President of Tire Pros. “Our connection to our franchisees, manufacturers and partners are what make us unique and a leader by design, which is why Tire Pros will continue to grow and innovate moving forward.”

Additionally, Tire Pros reported its “Hassle-Free. Guaranteed.” Campaign has achieved a 44% increase in brand awareness communicating the right message to the right people through targeted outreach. “In 2019 alone, more than 100 million individuals saw or heard about Tire Pros through our marketing campaigns,” said

Bell.

Stuart Schuette, ATD's President and CEO, provided all franchisees an overview of the convergence of technology, data and analytics that is driving the tire industry today, highlighting the critical connections that data is now powering between consumers, manufacturers, retailers and distributors.

Tim Eisenmann, ATD's Chief Analytics Officer, shared details around ATD's new analytics product suite that will service a diverse customer base and ensure they have tailored solutions to guarantee the right products at the right time and in the right place. In addition, the new tools and technologies are designed to drive store traffic, enhance store operations and improve franchisee profitability.

"ATD is continuously striving to bring new insights to our franchisees and partners to stay on the forefront of current standards, offerings and testing," said Rebecca Sinclair, ATD's Chief People and Communications Officer. "Through ATD's offerings, franchisees are able to offer ASE test prep training in-house where they are able to determine test readiness without leaving the shop."

Keynote speaker John Ellis, former Global Technologist and Head of the Ford Developer Program at Ford Motor Company shared how under his leadership, his teams were able to develop a number of automotive industry firsts.

Another highlight of the conference was the vendor fair which brought together more than 50 companies representing marketing services, auto parts, technology, tire manufacturers, tools and supply products. The fair provided first-hand opportunities for franchisees to learn about the latest tools, technologies and services that will help them grow their businesses and create enhanced customer experiences.

Celebrating Tire Pros Dealers' Accomplishments

An important part of every Tire Pros Conference is the annual Awards Breakfast, where dealers who have achieved exceptional business results are celebrated. A few of the key awards presented during the Conference Awards Breakfast include:

- Tire Pros of Arkansas, Sherwood Tire Pros, McKinney Tire Pros and Cross Tire Pros earned the "Excellence in Group Marketing" Award
- Kevin Edens of Sherwood Tire Pros earned the "2019 Tire Pros Ambassador" Award
- Ryan Sullivan of Sullivan's Tire Pros earned the "Excellence in Engagement" Award
- Whitney Moore of G.L. Moore Tire Pros earned the "Young Tire Pros Dealer of the Year" Award
- Charlie Toney of C. Adam Toney Tire Pros earned the Hercules Tires Strongman of the Year Award
- Josh Baughman of Van's Tire Pros earned the Synchrony Financial "Dealer of the Year" Award
- Jed Florence of Jed's Tire Pros earned the Synchrony "Rookie of the Year" Award

"We're proud of the Tire Pros organization and our franchisees – we operate like a family," said Steven Moss, chairman of the Tire Pros National Dealer Council and owner of Wilson Tires Pros & Automotive. "We have exciting announcements in the pipeline and are looking forward to having an unbeatable year. It's always great to come together, see where we've been and where we're going to next."

To learn more, visit www.tirepros.com.

About Tire Pros

[Tire Pros Francorp](#) is a subsidiary of American Tire Distributors (ATD) with over 600 franchise locations across the country serving 45 states. Positioned as the nation's largest network of elite, independent tire dealers, the Tire Pros franchise program brings tire dealers together under a shared national brand and offers them dedicated retail sales consultation and marketing support, training, financial management, and additional enhancements to help them compete in today's fast-changing retail marketplace. Through their affiliation, independent dealers are able to offer an industry-leading warranty package featuring complimentary roadside assistance that is honored at over 30,000 service centers nationwide, among other benefits. Information for those interested in joining the Tire Pros network may be found at tirepros.com/franchise.

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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