

# **ATD's Tirebuyer Unveils Fresh Look, New Features To Take Complexity Out Of Tire Shopping**

Business

KIRKLAND, W.A.

TireBuyer—an online tire retailer changing the way people buy tires and a subsidiary of American Tire Distributors (ATD)—today officially unveiled a new brand identity complementing recent developments to further enhance the shopping experience and help more consumers buy tires online through a new, insightful product recommendation engine, easy search tools, proprietary fitments, seasonal updates and deals and enhanced mobile compatibility for shoppers on the go.

“As one of the first online tire retailers, our mission has always been to take the complexity out of shopping for tires,” said Mark Staudinger, President of TireBuyer. “As consumers’ needs evolve, so does our online platform, making it easier than ever for shoppers to get the tires, wheels and a growing selection of automotive products they need—where and when they need them.”

Explaining how TireBuyer’s new enhancements will benefit shoppers, Staudinger added:

“The website features will give our shoppers even more confidence when they go to purchase tires. With easy search tools, personalized recommendations, proprietary fitments and enhanced mobile capability, we are continuing to raise the bar for our shoppers and in doing so, we’re helping transform the tire industry in the digital

age.”

As a part of ATD, TireBuyer offers:

- More than **80 years in the industry** to guide consumer tire buying decisions.
- Access to the **largest network of distribution centers** of more than **120 warehouses** across the U.S. providing industry-leading fulfillment of online orders so consumers can get their tires delivered quickly.
- An extensive selection of products, with more than **three million tires in stock**.
- Access to any of TireBuyer’s nearly **10,000 tire dealers and automotive service centers** where consumers’ tires will be professionally installed by trusted tire experts.
- An **exclusive “Installer Advantage” program** that guarantees install rates, provides 45-day easy returns, free shipping and free returns.

Explaining the unique benefits TireBuyer provides, one consumer wrote:

“TireBuyer saves me time and money, and it is the only site I trust to buy tires from. TireBuyer allows me to connect directly with tire experts to ensure that I am taken care of and receive the best value for my individual needs, as well as helping me connect with dealerships that can install the tires once they have been purchased.”

To view TireBuyer’s new features and fresh look, click [here](#). In 2019, TireBuyer will be implementing additional enhancements to the site.

## **About TireBuyer**

Awarded the Bizrate “Circle of Excellence” recognition [six years in a row](#) for exceptional online service and customer satisfaction, TireBuyer.com started selling

tires and wheels in 2009. As a part of American Tire Distributors, which opened in 1935 and has grown to be one of the largest suppliers of replacement tires, TireBuyer offers consumers advantages that no other online tire company can. Backed by 80 years of industry experience, TireBuyer has a unique ability to not only help shoppers find the tires that are right for them, but also deliver those tires—within one or two days—to one of the company’s nearly 10,000 partnered dealerships and automotive service centers for quick, affordable and reliable installation.

## **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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