

# American Tire Distributors Partners with Steer to Revolutionize Marketing Operations in the Tire Industry

**November 2, 2023** – Today, [American Tire Distributors](#) (ATD) announced a strategic partnership with [Steer](#), a customer relationship management (CRM) and marketing communications platform. This partnership will bring first-class marketing technologies to ATD’s new digital hub, Radius, and allow customers to streamline their marketing operations.

ATD’s partnership with Steer is the first of many third-party solutions that Radius will integrate into its marketplace. By combining Steer’s powerful CRM technology with ATD’s vast network and inventory management solutions, the partnership will provide real-time data that compares inventory to market demands. This will allow dealers to leverage consumer trends and existing inventory when designing their marketing operations.

“We are excited to welcome Steer, our first third-party solution, into Radius,” said Stuart Schuette, President and CEO of ATD. “This collaboration is a testament to ATD’s commitment to bringing solutions and services to our customers that help them win. The data and insights produced as a result of this integration will offer tire dealers the tools, strategies, and support needed to engage with their customers and market their products.”

More than 80,000 auto repair facilities in the U.S. will gain access to Steer through this partnership. Steer’s full suite of CRM tools integrates smoothly into dealers’

websites and automates communications, allowing dealers to focus on increasing their revenue and customer loyalty.

“Pioneering innovation and fostering strategic collaborations are at the heart of our mission at Steer. Our partnership with American Tire Distributors is a big step toward providing repair shops with data-driven technologies,” said Parker Swift, CEO of Steer by Mechanic Advisor. “By harnessing the power of real-time data and advanced CRM solutions, we are empowering repair shops to revolutionize their marketing operations and enhance their relationships with consumers. Together with ATD, we are driving transformative changes that redefine the repair process and the ways in which a repair shop engages with vehicle owners.”

## **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 115 distribution centers serving approximately 80,000 customers across the U.S. 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 4,500 associates across its distribution center network.

In 2023, the company has been recognized as: a Silver Stevie® award winner for Automotive & Transport Equipment (Large) Company of the Year; a SEAL Environmental Initiative Award winner; an Environment+Energy Leader Award winner; a winner of two Stevie® Awards for Great Employers; one of Charlotte's Best and Brightest Companies to Work For®; one of the Nation's Summer 2023 Best and Brightest Companies to Work For® by the National Association for Business Resources (NABR); and one of Newsweek's Top 100 Most Loved Workplaces®.

## **About Steer**

[Steer](#) is an automated retention marketing and communications platform for auto repair shops. Steer's platform helps shops automate their customer marketing and communications, so they can focus on what they do best: fixing cars. Steer provides shops with personalized messaging campaigns, automated appointment reminders and customer reviews. Steer is headquartered in Boston, Massachusetts, and has offices in Tulsa, Oklahoma. For more information, visit Steer at [steercrm.com](http://steercrm.com).

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