

# Tire Pros Announces New Programs, Enhanced Digital Platform for Dealers at 2023 Conference

Tire Pros  
HUNTERSVILLE, N.C.

Continuing to provide a comprehensive array of resources to help its 445 dealers grow, Tire Pros, a part of [American Tire Distributors \(ATD\)](#), unveiled new programs and additional digital tools at its 2023 Tire Pros conference held Feb. 22-24 in San Diego.

Tire Pros President Greg Bell highlighted several success stories during the three-day event. These included a positive year-over-year increase in locations in 2022, an increase in multi-location owners and achievements of the Women of Tire Pros group, whose attendees range from owners to spouses of owners.

“Dealers enjoy the freedom to run their own business. They also have access to tools and resources that help support increasing profitability, training, marketing, and infrastructure support,” said Bell, who added that owners are attracted to Tire Pros because it is a dealer-led organization.

Under the theme “Experience the Drive,” Tire Pros created intentional moments of connection among conference attendees with new elements to this year’s event. Last year, five Tire Pros dealers were involved in a mobile van pilot program, demonstrating this new path forward in the automotive industry. The use of mobile vans to install tires is one example of how Tire Pros supports dealers who want to expand their business.

“Our role is to outline a step-by-step process for our operators, from connecting with financing to van selection, upfit, training and technical support,” Bell said. “This includes a comprehensive operating manual and other resources to help them succeed. Many consumers are looking for choice and convenience, and we believe mobile is a launch pad to help deliver that experience.”

While all dealers may not choose to provide mobile tire installation, Bell said Tire Pros is there for those who see it as a new growth opportunity. “We are raising awareness of an opportunity to connect with and attract new customers, while offering ease and simplicity to the tire-buying and installation process.” Many also see this as an opportunity to increase consumer awareness within their community without having to invest and expand via traditional brick-and-mortar real estate.

Conference attendees also heard from ATD Chief Executive Officer Stuart Schuette, who provided an update on the economic impacts affecting the automotive aftermarket and the growing car parc data being made available to Tire Pros dealers.

Several key topics were addressed during the conference aimed at helping dealers. These included:

- Tire Pros’ continuing development their comprehensive, digital point-of-sale platform. This includes a consumer-facing portal where customers can access their vehicle’s history, stay up to date on the status of repairs in real time, access mobile scheduling and a technician portal, as well as industry-leading marketplace data and payment processing to continue building a best-in-class system that fuels better stocking and purchasing decisions, while driving customer success.

- Access to ATD’s spark for Retail digital learning, rebranded as Tire Pros University as unveiled in San Diego. This will expand Tire Pros’ daily training and education for all staff members beyond its current three- to five-minute digital learning sessions, alongside a training pathway for associate onboarding, operations, and safety.
- Tire Pros work alongside several of its dealers on an ATD-led tire recycling initiative. This initiative encourages dealers to consider recycling as an alternative to current scrap-tire processes.

The conference also included a vendor trade show, highlighted by 60 sponsors in support of their dealers and featured the latest innovation from Torqata’s digital analytics software, new product and program offerings from Hercules Tires, and a Tire Pros “store of the future”, just to name a few.

Tire Pros also announced its continued partnership with the Gary Sinise Foundation, a nonprofit organization that is making a difference in the lives of the nation's heroes and their families. Since 2019, Tire Pros and ATD, in partnership with its customers and partners, has donated nearly \$3 million to benefit the foundation. This year, Tire Pros is seeking to more double the \$100,000 it raised for the Gary Sinise Foundation in 2022 and kick-started their giving campaign by raising \$30,000 during a Silent Auction in San Diego "I am grateful to all that gave and donated during our time together, which demonstrates the capability we have together to give back to the many that sacrifice for us each day".

## **About Tire Pros**

Headquartered in Huntersville, N.C., Tire Pros is the nation's largest network of elite, independent and locally owned tire dealers. Uniting over 600 locations under a shared national brand, Tire Pros provides a broad suite of specialized tools and resources to help franchisees drive consumers to their stores, enhance operations and maximize profitability. Additionally, the company is backed by the power of American Tire Distributors (ATD), one of the largest independent suppliers to the replacement tire market with more than 130 distribution centers and over 80,000 customers across North America.

## **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 2022, the company was recognized as one of Forbes' 2022 America's Best Midsize Employers, America's Top 100 Most Loved Workplace by Newsweek and one of Charlotte's Best and Brightest Companies to Work For® by the National Association for Business Resources.

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