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Big O Tires adds TPMS Manager Software

DATE - Tiremetrix, LLC announced today that Big O Tires, LLC has added their TPMS Manager Powered by TIA software as part of their vendor group of TPMS suppliers. TPMS Manager Powered by TIA is online software that provides information and resource to tire pressure monitoring systems (TPMS).

“We are very excited to help Big O Tires® stores grow their TPMS knowledge and subsequently their TPMS sales through our TPMS Manager point of sale software,” says Joe Donehue, President of Tiremetrix. “Big O has embraced this wholeheartedly, and the feedback we are receiving from their stores has been extremely positive. They asked for our help and we delivered.”

Vehicles equipped with Tire Pressure Monitoring Systems are a daily staple for tire dealers and many struggle to keep up with the ever changing technology. Mandated on all vehicles since 2008, TPMS has added complexity and pressure to tire retailers daily work schedule.

“Big O Tires is committed to providing our dealers with the necessary training tools that will empower them to provide exceptional service to their customers,” said Wil Esh, Director of Franchise Operations for Big O. “The TPMS Manager will provide our franchisees and their technicians with the most up-to-date information on the ever evolving Tire Pressure Monitoring Systems; helping them increase TPMS service and sales.”

TPMS Manager Powered by TIA is a collaborative effort between Tiremetrix and the Tire Industry Association.

“It’s difficult to keep up with the changes that accompany each new model year from an industry training standpoint, so the partnership with Tiremetrix gives us a platform that we can continually update in between programs,” says Kevin Rohlwing, Senior Vice President of Training for TIA. “By combining the Tiremetrix database with TIA’s training and technical support, Big O stores will have access to a complete training and troubleshooting resource that keeps pace with the changes in technology.”

About TPMS Manager:

TPMS Manager is software-as a service product designed to help tire businesses better understand, service and profit from tire pressure monitoring systems (TPMS). Launched in Q4 2011, TPMS Manager is used by both small and large tire dealers throughout the United States and Canada.

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About Big O Tires

Big O Tires, LLC. serves over 400 franchise stores primarily located in the Western and Midwestern states. It also distributes tires and other automotive service products to Associated Dealers in Western Canada. It is one of six brands that operate under TBC Retail Group. Headquartered in Juno Beach, Florida, TBC Retail Group, Inc., a subsidiary of TBC Corporation, operates 950 tire and automotive service centers under the brands: Tire Kingdom®, NTB - National Tire and Battery®, Merchant's Tire and Auto Centers®, Midas and SpeeDee Oil Change and Tune Up. The contingent of over 2700 stores has trained and certified ASE technicians who use state-of-the-art equipment to provide quality service on cars and trucks. TBC Corporation, is one of the nation's largest marketers of automotive replacement tires through a multi-channel retail and wholesale strategy

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