



**For Immediate Release:**

## **Tire Guru chooses Tiremetrix for electronic tire registration.**

**BRIGHTON, Mich. (2/1/2018)** - Tiremetrix, LLC today announced that its Tire Registration Plus™ & TPMS Manager™ platforms are now integrated and available with Tire Guru's Business Center software.

"We are very excited to announce these new Tiremetrix offerings to our Business Center customers," said Clint Nicholls, President at Tire Guru. "Tire registration is an extremely important safety measure and Tiremetrix has made the registration process more efficient and accurate through DOT number validation, tire recall and age checks and direct transmission to the responsible manufacturers. Tire registration laws are changing and Tire Registration Plus helps our dealers with compliance while providing their customers with peace of mind.

"We are confident that our Tire Registration Plus and TPMS Manager software will provide a tremendous value to Tire Guru customers." said Joe Donehue, President of Tiremetrix. "Changing regulatory requirements and advancing technology will continue to challenge independent tire dealers. Our platforms are designed to help dealers overcome these challenges, allowing them to focus on selling products and servicing cars. Our shared goal is greater efficiency and profitability and reduced liability."

According to Donehue, "Tire Registration Plus is the industry's most advanced electronic Tire Registration Software. In the event of a recall, dealers can identify exactly which customers are affected in a matter of seconds, eliminating the inconvenience of over-recalling non-affected customers; a problem which exists today."

"TPMS Manager™ is the leading digital platform for all TPMS parts and service information" Donehue added. "Tire dealers and automotive service providers can quickly identify and service every original equipment and aftermarket tire pressure monitoring system in the market, saving valuable time and reducing comebacks."

**About Tiremetrix, LLC:**

Tiremetrix, LLC is a privately-owned Michigan based automotive information Software Company. TPMS Manager and Tire Registration Plus are software-as-a-service products created by Tiremetrix and used by tire dealers and automotive service centers throughout North America. Tiremetrix provides software platforms used by service providers in over 80 countries worldwide.

<http://www.tiremetrix.com>

About Tire Guru:

At Tire Guru Software, Websites and More we develop and support state of the art point of sale and business management software, ecommerce websites, digital vehicle inspections, and more. We are fully committed to the tire and automotive industry and to providing state of the art leading edge products for Tire Dealers, Auto Repair Shops, and Tire Wholesale Distributors. We strive to bring new and innovative products and technology to our customers year after year. Tire Guru employees are focused on building a one-stop complete business solution platform. We are proud to provide products that truly give our customers a competitive advantage in the market place.

[www.tireguru.net](http://www.tireguru.net)

Press Contacts:

Tiremetrix, LLC  
Joe Velez  
[jvelez@tiremetrix.com](mailto:jvelez@tiremetrix.com)  
810.355.4655

Tire Guru  
Josh Martalock  
[josh@tireguru.net](mailto:josh@tireguru.net)  
218.390.7740

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