



For Immediate Release:

The California Tire Dealers Association partners with Tiremetrix to offer its members an electronic tire registration solution.

BRIGHTON, MI (3/29/2018) - The California Tire Dealers Association (CTDA) has partnered with Tiremetrix L.L.C. to offer CTDA members both Tire Registration Plus and TPMS Manager through their member website.

Tire Registration is a crucial step in ensuring the safety of the consumer. Tiremetrix has created a very efficient and easy to use resource to help tire dealers register tires electronically with the manufacturer. The software also provides tire age and recall features, as well as a robust reporting feature for all registration records.

"A recurring concern expressed by our members is the burden imposed on their business operations by excessive regulations and red tape," indicated CTDA Executive Director Marc Connerly. "Tiremetrix has developed a very user-friendly, convenient technology for complying with tire registration requirements, and by creating an access point to the registration software through our website, we are answering our members' requests to simplify regulatory compliance."

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.

"We are confident that we've created the very best solution for tire dealers to electronically register tires accurately and efficiently, helping to protect their customers and their business at the same time," said Joe Donehue, President of Tiremetrix.

The platform provides users with an all-brand tire registration form that eliminates the need to visit dozens of tire manufacturer websites, according to Tiremetrix.

Along with Tire Registration Plus, Tiremetrix's TPMS Manager was also added to the CTDA "Member Programs" section of the association website. "TPMS Manager is the leading TPMS parts and service information software in the market. 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," Mr. Donehue added.

Both products are now offered to California Tire Dealers Association Members at a discounted rate and can be easily accessed through the CTDA website at <https://www.catiredealers.com/>.

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>

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