

3 to 1: Bridgestone combines dealer programs

Bridgestone Americas Tire Operations LLC has officially launched an independent retail dealer program called the Bridgestone Affiliated Retailer Nationwide Network. The new program will combine the company's current Affiliated Dealer, TireStarz and Family Retail Dealer programs under one umbrella for the United States market. The company says the network will encompass more than 2,500 points of sale nationwide. "We've listened to our customers and designed one of the most comprehensive retail dealer program in the industry," says John Baratta, president of replacement tire sales for the U.S. & Canada Consumer Tire Sales division. "The Bridgestone Affiliated Retailer Nationwide Network is the complete package backed by world-class products and services and a nationwide tire protection plan and repair warranty program." Tim Tallman, owner of Tallman's Tire & Auto Repair in Yorkville, N.Y., says the move makes a good retail dealer program great. "It's got everything I need to maximize my sales and profits." The program will offer network dealers the following: * multi-brand product offerings, * state-of-the-art sell-out programs, and * discounted merchandise and services from nationally recognized vendors. The program also provides access to a support team of dedicated Bridgestone Americas retail experts, including local, regional and national sales support, education specialists and a dedicated retail marketing group. "It's unbelievable to me that a tire manufacturer like Bridgestone is willing to make available extended warranty programs on tires and service to dealers in its network, which in turn allows us to offer our customers nationwide coverage," says Eddie Horne, owner of Liberty Tire Inc. in Jacksonville, N.C.. "It truly shows that Bridgestone understands the needs of the independent tire retailer."