

Under the hood

SALES / SERVICE / PARTS

PARTS

In the Wheelhouse

Tires keep clients coming back—and revenue rolling in—at Acura of Pleasanton

A powerful characteristic of Precision Crafted Performance is offering clients a zero-delay experience, and the Acura Tire Program is a great example. This innovative program allows dealers to sell tires at competitive prices and turn their dealership into a one-stop tire shop. “Our clients really like the fact that everything can be done at one store in one visit,” says Mitch Cash, retail and wholesale parts manager at Acura of Pleasanton in Pleasanton, Calif., which has seen a threefold increase in tire sales through the Acura Tire Program. “I firmly believe that clients will service their car where they buy their tires.”

The Acura Tire Program offers dealers both original-equipment tires and a selection of alternatives, giving clients options in the brand or price point they want, plus the confidence that the tires—installed by a factory-trained technician—will perform well. All tire purchases through the program

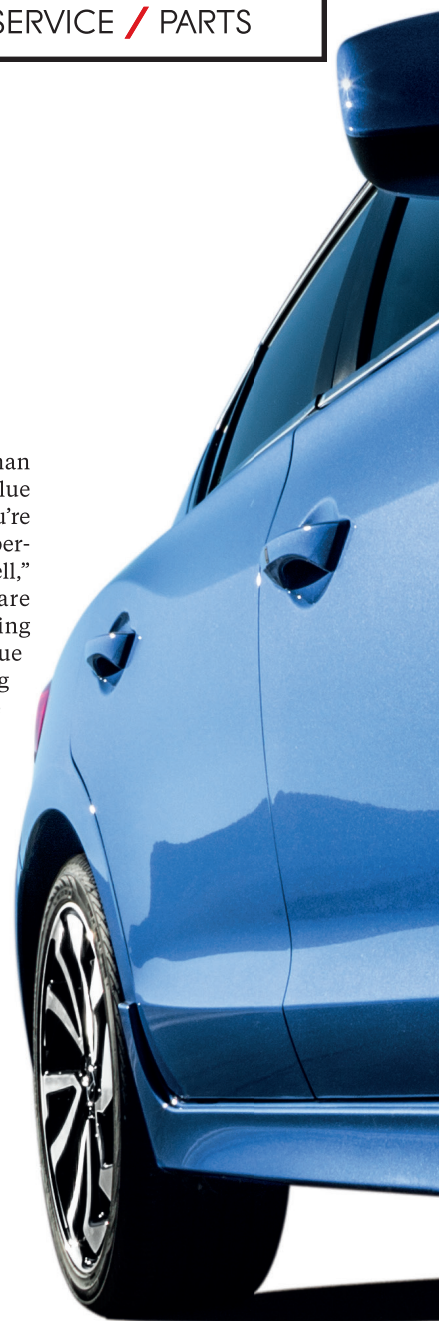
include two-year road-hazard protection. Though Cash says his team works hard to keep their tire prices competitive with their market, the easy selection, professional installation and two-year protection are also strong selling points for clients used to no-frills discount tire shops.

To make sure dealers have a large enough tire inventory to give clients same-day service and keep prices at competitive levels, the program has year-round volume discounts and quarterly promotions. If tires don’t sell within a year, dealers can return them for a full refund, says Ed Pouster, senior manager of Parts and Service at Acura. In practice, however, “if a dealer stocks a tire, it’s going to sell more often than not,” he says.

Tires are a growing business: in 2016, Acura sold more than 102,000—a 2.5 percent increase over the previous year. When the program started, Acura of Pleasanton sold between 40 and 80 tires each month; now Cash’s

department is selling more than 200. But the program’s real value is as a client retention tool. “You’re only going to make about a 15 percent margin off tires that you sell,” Pouster cautions. “But you are going to see rewards in keeping the client. That’s where the true money is.” Cash agrees, saying his dealership has seen more clients coming back. “The biggest advantage is the ability to keep clients in your driveway.

Joining the Acura Tire Program is as easy as calling Tire Rack, whose tire specialists can recommend a starter inventory based on geographical area and service volume. Dealers can also order tire inventory through the Interactive Network or at AcuraTires.com. Thanks to a network of warehouses, including new ones in Minneapolis and Atlanta, 98 percent of Acura dealers receive next-day delivery. ⚙



GET
INTO THE
GROOVE

These resources can help you gain traction in the tire business

TIRE RACK EXPERTS

Call the Acura Tire Program at 1-877-327-8473. Experts from Tire Rack are available to provide guidance over the phone on choosing a tire inventory and will call back to check in with parts managers.

ACURATIRES.COM

Search the site for a specific Acura or off-brand model, and get both original-equipment and alternative tire options. “We place 99 percent of our orders online,” says Cash. “The website is great and you can

customize it almost any way you like.” Tire Rack also provides free articles and videos, as well as tools to help you give tire quotes to clients or print off information about a tire if you want to know more.



The Acura Tire Program discounts

1%
OFF
8+ tires

2.5%
OFF
20+ tires

4%
OFF
50+ tires