

Tirebuyer.com and Tirescanner.com Partner to Create New E-commerce Experience

Business

Kirkland, WA

Online tire industry pioneer Michael Welch will lead Tirebuyer.com as President and CEO

In a world where consumer services are moving online at an unprecedented rate, the demand for retailers to provide innovative solutions driven by service that provide simplicity, value and convenience has never been greater. Online tire retailers Tirebuyer & Tirescanner today announced they have merged to create a new [Tirebuyer.com](https://www.tirebuyer.com) with a new, innovative business model that will be led by president and CEO Michael Welch.

“By bringing together these two business models we have positioned ourselves to be at the front of this changing landscape. We are approaching a tipping point for online tire retail in the U.S. After meeting with the ATD leadership team I was impressed by their big plans for the future looking market and could clearly see the synergy between their vision and mine,” said Welch.

To meet the changing market dynamics while anticipating consumers’ needs and expectations, Welch will be leading Tirebuyer’s new strategy centered on delivering unrivalled service levels to tire buyers and opening up opportunities that grow real value for its manufacturers and retail partners. The new business will build a best in class approach to addressing the market shift for digital and service focused

business models that are evolving quickly across all sectors including vehicle maintenance.

Welch said, “In this next chapter we will focus on creating value for all, establishing strategic partnerships across the industry alongside innovative customer solutions. I am very excited to lead the new Tirebuyer and a very talented group of colleagues through this next phase of growth and opportunity.”

“ATD has been on a journey of transformation to bring digital, data and technology solutions on behalf of the industry that help our customers and vendors, not only compete, but plan for the future of service, the solutions consumers will seek, and the ease required to provide it,” said Stuart Schuette, president and CEO of American Tire Distributors. “In our position as a connector of the automotive aftermarket, we have the unique ability to support the creation of value for the industry. Michael will be instrumental in creating a best-in-class ecommerce platform and the future of online tire buying.”

Welch is known in the industry as an early pioneer of online tire retail from his founding of BlackCircles.com in the 1990’s and Tirescanner.com in 2018. Welch brings over 25 years of online tire experience along with a true passion for innovation and creating value for the industry.

About Tirebuyer

[Tirebuyer.com](https://www.tirebuyer.com) provides consumers, automotive retailers, and tire manufacturers advantages that no other online tire company can. Tirebuyer has a unique ability to help tire buyers find the tires that are right for them and connect them to a local automotive retailer to complete the service and installation—delivering a simple and seamless end-to-end shopping experience that delights consumers through every interaction with Tirebuyer.com. Awarded the Bizrate “Circle of Excellence” recognition [six years in a row](#) for exceptional online service and customer

satisfaction, Tirebuyer.com started selling tires and wheels in 2009.

About American Tire Distributors

[American Tire Distributors](#) is one of the largest independent suppliers of tires to the replacement tire market. It operates more than 130 distribution centers, including 24 distribution centers in Canada, serving approximately 80,000 customers across the U.S. and Canada. The company offers an unsurpassed breadth and depth of inventory, frequent delivery and value-added services to tire and automotive service customers. American Tire Distributors employs approximately 5,000 associates across its distribution center network, including approximately 600 associates in Canada.

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