

Tiger Wheel & Tyre breaks new ground with online shopping option

Issued by [Tiger Wheel & Tyre](#)

18 Apr 2017

On 6 April 2017, Tiger Wheel & Tyre went live with a brand new e-commerce website - an industry-first for a large South African retail wheel and tyre chain.



All brands, models and sizes, of all the same wheels and tyres that are available at the company's stores or by special order, are now also available online. The site also has a fresh new design, and hosts a treasure trove of information and advice pertaining to all the company's products and services.

"Shopping for wheels and tyres just became a lot more convenient for our customers," said Group Marketing Executive Joe du Plooy. "Whether it's because they live far from town, are pressed for time during retail shopping hours, or simply prefer the convenience, people increasingly want an online purchasing option, in addition to the traditional shopping experience."

As to any risks involved in being the first large bricks-and-mortar chain to sell wheels and tyres online, Du Plooy pointed out that the South African market is ready for such an offering and that Tiger Wheel & Tyre has moreover been setting trends from day one.

He explained, "Our history dates back to 1967 and in 1986, when we evolved into 'Tiger Wheel & Tyre', our first order of business was to revolutionise the wheel and tyre shopping experience. Back then fitment centres were dirty, greasy garages and we turned that around with a sleek look and experience that included bringing fitment bays to the front of the shop and to a level where they could withstand customer examination."

Shipping wheels and tyres is a far cry from shipping books; so instead, online customers can choose which Tiger Wheel & Tyre store they want their purchases shipped to. They moreover have the option to simply collect those products or use another company innovation, the "Book A Bay" service, to schedule an appointment to have them fitted.

"These are exciting times for us and we're eager to see how South Africans respond to our new website in general and to the online shopping option in particular. We are optimistic that their reception will be everything we're hoping for," concluded du Plooy.

The new website, with its multiple new features and innovations, can be experienced at www.twt.to.

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