



Win the Tire Sales Game and Run Over the Competition with **Tire Traction** from QL2

Competitive edge no longer includes only your traditional, one-on-one competition.

Did you know Amazon currently carries over 25,000 tires that can be drop-shipped in a matter of hours to any location? As today's consumer prefers to shop online, they are turning to Amazon and other online retailers for their tire research and buying needs. What does that look like for you in terms of lost opportunity and lost business?

These are questions we are hearing within the industry:

How do you stay ahead of your competition?

What are you doing to maintain margin, profitability and competitive edge?

But don't fret! QL2 has a solution:



Tire Traction is a weekly specialized report featuring National Tire Data and Opening Price Point by Tire Size from top competitors, including:

- Amazon
- Tire Rack
- Walmart
- Discount Tire Direct
- TireBuyer

With **Tire Traction**, make timely and profitable price adjustments with data based on:

- Opening Price by Tire Size
- Weekly Pricing Changes
- Average Price Comparison

To get a true picture of your competition, subscribe now to QL2's latest web data product: **Tire Traction**

QL2 provides critical trends and insights to our clients based on data extraction and analysis to guide pricing and decision strategies. With our data, insights and modeling across the tire sales industry, you'll stay ahead of market trends, drive revenue, boost margins and maximize market share.

Go to www.ql2.com/solutions/automotive to subscribe to **Tire Traction** today!